TV RATINGS—FACT OR FRAUD?

TV GUIDE

COMPLETE PROGRAM LISTINGS
Week of April 17-23

15c

as we see it

There's nothing like flowers blooming to inspire romance, and it being spring, love has finally struck Hollywood's movie industry. It took a long time, largely because the industry has been a bachelor so long and is rather set in its ways, but ole Dan Cupid's arrow has finally found the target.

Hollywood, we may report without fear of contradiction—well, anyway, not too much fear—is in love with television.

And television, as is perfectly obvious, is just wild about Hollywood.

The signs of courtship are unmistakable. There was the televising of the Academy Award ceremony a few weeks ago, paid for by TV's father, RCA. There are the contracts signed by MGM and 20th Century Fox providing for scenes from their new movies to be aired on Ed Sullivan's *Toast of the Town*. There are the local television shows in a number of cities that now are permitted to show clips from major current films. And finally, there are the advertising budgets of the movie companies, which more and more make provision for TV spot commercials.

Doubters may call this just another Hollywood romance, doomed to break up sooner or later. But they fail to reckon with television's girlish allure—youth, beauty, charm—and money. Scads of money.

It's too early to tell whether there will be a marriage in June or even later, but young love is always pleasant to watch and it does seem that movies and TV were meant for each other.

Viewers have a real stake in this romance, for Hollywood has so far kept some 2500 fairly recent feature films from TV. If the affair goes on much longer, television may get them.

Those films, as a matter of fact, could well be the test of whether this is true love or just spring coursing through Hollywood's veins.

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Walter H. Annenberg, *Editor and Publisher*

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TV Teletype

NEW YORK Bob Stahl reports:

One major talent agency is planning a TV show based on the life and exploits of the SHUBERTS, noted Broadway impressarios. It's to be a 40-year cavalcade of the legitimate stage and vaudeville . . . Singer DON CORNELL'S TV disk jockey program now set for the rejuvenated ABC network, probably starting this summer.

* * *

LELAND HAYWARD, who's to produce Ford's two-hour 50th anniversary show June 15, plans to depict the life and times of the U.S. during the last half-century. There are to be no commercials, the only mention of Ford being the part it played in the country's development.

* * *

HELEN HALPIN, first personality signed under NBC's comedy development program, won the title role in new situation comedy film series, Oops, It's Daisy, against strong competition including the movies' PEGGY RYAN. NBC will assign it a time period after New York execs view the pilot film . . . ANN SHERIDAN making her telefilm debut in June on Ford Theater.

* * *

JOHN DALY forced to bypass his vacation again this summer, since What's My Line stays on the air. Guest panelists will substitute for DOROTHY KILGALLEN, who's going to England for the Coronation, and ARLENE FRANCIS, who's planning a three-week trip to Europe . . . Both Big Payoff and Strike It Rich also staying through the summer. BESS MYERSON, RANDY MERRIMAN and WARREN HULL have had their vacations.

* * *

No replacement set by CBS yet for Amos 'n' Andy, which vacates the network in June. Four Star Playhouse, now alternating each week with A&A, goes weekly in September . . . RED BUTTONS has almost doubled the number of stations carrying his program in the last two months. His total is now about 80, close to the I Love Lucy peak.

* * *

GOODSON-TODMAN working on a new panel quiz show for fall presentation, tentatively titled Four Grand. It's to have four piano-playing panelists who'll answer their questions via the keyboard. STEVE ALLEN, himself a pianist, will emcee . . . DuMont execs commuting between New York and Chicago to map programs to originate from the Windy City.

* * *

WALLY COX dickering with 20th Century-Fox and Paramount, both of which want him for a movie this summer. Final plans are not set, but it will not be a film version of his Mr. Peepers character . . . DENNIS DAY, with one of the few live NBC programs from Hollywood, currently filming two or three shows in advance so that he can make a personal appearance tour through the South. He hopes the tour will boost his ratings in that area.

HOLLYWOOD

Arthur Engel reports:

After kicking around show business for some 40 years, GEORGE JESSEL is now emerging as a key figure in Hollywood. As $150,000 yearly "consultant" to newly financed ABC he's drawing top-name screen talent to it, stirring a three-network contest for stars hitherto confined to screen. Result: Better TV entertainment.

* * *

ED WYNN is working up a comedy show with himself as a veteran backstage doorman type . . . Broadwayite MARY McCARTY will sing on the MARTIN AND LEWIS May 3 and 31 programs . . . DIANA LYNN and CBS are discussing an hour-length situation comedy . . . MENASHA SKULNIK may play "Meyer the Detective" in a new ABC series.

* * *

HOPALONG CASSIDY renews telefilming on May 17 at a nearby Saugus ranch, with a schedule of two-per-week for a total of 26 . . . Colonel Flack, the Satevepost series about a genteel but conniving confidence man, is on the ABC slate with ALAN MOWBRAY as the slicker.

* * *

VITO SCOTTI as the new Luigi will portray a more youthful immigrant than J. CARROLL NAISH did in the past . . . TERESA BREWER is to be ABBOTT AND COSTELLO's guest on their April 26 Comedy Hour . . . ANN SHERIDAN starred in the last of the four test Lux Theater telefilms completed here last week at a combined cost of $100,000; now the sponsor and its ad agency will ponder whether it continues live or filmed.

* * *

DESI ARNAZ is embarking on a breakneck schedule as producer of three more series of telefilms, aside from "I Love Lucy"; they'll be a drama, comedy and musical. To accumulate energy for this all-out pace next fall, he and LUCY will vacation at Del Mar for six weeks, come July.

* * *

A hitch in the BETTY HUTTON-ABC talks was over filming; she prefers it whereas Jessel considers "Television is live performance, and filming is for motion pictures" . . . After a look-see trip to Manhattan, ROBERT YOUNG reports it's "only a matter of time" until Father Knows Best is telecast; "I feel myself being drawn to television like a man in a canoe heading towards Niagara Falls", he says . . . The fuss between KEN MURRAY and CBS, that almost led to cancellation of his show, developed over conflicting comedy concepts, with Murray pointing to his 30 years in show business as proof positive of know-how; another irritant was a misplaced commercial in previous week's show, but the rift was patched up and show will continue through June . . . There'll be way more Adventures of Kit Carson episodes for next season . . . EVE ARDEN was counseled on her European trip this summer by former Hollywoodian BELITA, who flew into town for a week from England, where she is now a stage click.

* * *

TONY MARTIN will do six guest appearances on TV next season at $5000 each; will spend most of his time on movies.

Garry Moore: Commuting Comedian

Garry and his dog, Sam, at the Moore home in Rye, N. Y. The comedian lives like any other suburban-living, city-going, 9-to-5 businessman.

GARRY Moore is one of the luckier television stars. Because of his program schedule, he's able to catch a commuter train home and have dinner with his wife and family almost every evening—and there are few other TV personalities who can make that statement.

Garry's own CBS program is telecast Mondays through Fridays from 1:30 to 2 p.m. in New York. With the exception of Thursday evenings, when he emcees the *I've Got a Secret* show at 10:30, he can live the life of a 9 A.M. to 5 P.M. businessman. He does not work Saturdays and Sundays because, as Garry says, "it takes the offer of a very good guest shot to get me into town over the weekend."

Starred in Radio

Garry was a star radio comedian long before he broke into TV and knows from experience the frantic working pace forced on many TV and radio personalities whose shows are aired at night. He was a featured performer on Jimmy Durante's radio program for five years during the early Forties, for example.

"When I was working with Jimmy," says the crew-cut comic, "I had to spend a minimum of two days and two nights each week with the writers and cast, planning and then doing the show. The pace was so hectic that all of us were forced to live on coffee and benzedrine the rest of the week. This TV schedule I have now is sure a welcome relief."

Not that Garry's schedule means that he doesn't put in a full day's work. On a typical day, he breakfasts with his wife and two sons—Mason, 12, and Garry, Jr., 9. He then leaves his home in Rye, N. Y., in suburban Westchester County, in time to catch the 8:18 into his office in mid-town Manhattan. Arriving at 9, he works at his typewriter on that day's program until 11:30, writing his "ad libs" (Garry freely admits these are planned), checking over his

Garry boards the 8:18 A.M. train at his suburban station and heads for the city and work.

He checks scripts for the show with his assistant, Shirley Reeser, who keeps his daily schedule.

Enthusiastic fans gather as Garry leaves the studio to return to his office for more work.

Back in the office, Moore reviews the kinescopes of earlier shows to check effectiveness.

script and lining up various segments of the show. During this time, he refuses to take phone calls.

He then taxies to his studio at CBS' Mansfield Theater, on W. 39th Street. From 11:30 to 1 o'clock he and others in the cast, including Durward Kirby and Denise Lor, rehearse before the cameras, learning their lines and walking through their skits.

A break is called until 1:30, during which time Garry retires to his dressing room for a quick sandwich, last-minute script changes and possible interviews with whatever guest personality he has that day. Then comes the show, from 1:30 to 2 P.M.

Confers with Sponsors

Immediately after the program, Garry returns to his office. He spends the rest of the afternoon talking with his sponsors and writers, conferring with his producer, Herb Sanford, and conducting business sessions involving the show. He may also look at kinescopes of previous programs, both for critical purposes and to see whether there might be a number or a sketch good enough to repeat on the air at some future date.

He then grabs the 4:15 train home,

Garry appears before the television cameras on his CBS program, the Garry Moore Show.

Garry discusses with Herb Sanford, producer, and Deke Heyward (right), music for programs.

Garry relaxing in his den at home, waiting for supper. On wall is a picture with Durante.

arriving in time to relax with his family and romp with his dog before dinner. The only variation from this schedule is on Thursday when Garry, because of *I've Got a Secret*, has dinner and spends the night in town.

Still Needs Time

That the time Garry is able to spend at home with his family actually benefits his program is evident from the homey give-and-take he has established with his fans. When he has a headache or a cold, he is swamped with thousands of sympathetic letters, most offering him home remedies.

Garry's chief complaint is that this schedule, light as it may sound, still does not give him enough free time to think up new jokes for the show. As a radio-TV comedian for a number of years, he feels that the hardest thing in the world is to make people laugh.

"By the time Friday night rolls around," he says, "I'm certain there isn't a gag within reach. Sometimes I can't even get myself to smile. Yet when Monday morning arrives, that humor starts stirring up again and I know I can't get away from it. I still work as a comedian and there's nothing I can do about it."

SAYS PETER LIND HAYES

Stop / Thief

Peter and Mary still find some time to relax from busy night club schedule.

By PETER LIND HAYES

ONE of the worst things any performer has to contend with is seeing his original material turn up in somebody else's act and I, for one, am getting tired of it. From now on, I'm serving warning on all other comedians to stop stealing my jokes.

I'm not kidding about this. I offer this advice to whom it may concern—this year I intend to prosecute to the fullest extent of the law any infringement by any person or persons on our new copyrighted comedy material.

It isn't easy being a combined actor-writer.

When Mary and I perform a new piece of comedy material and find it not to our liking, we immediately turn upon our writer and snarl a few unkind words about his ability.

In my capacity as writer for Peter and Mary, I quickly change clothes, light a pipe and snidely reply: "It's not the material—it's the way you two hams do it!"

This is an occupational hazard that constantly invades our professional life. As a comedy writer for the team of Peter and Mary, I am constantly faced with a job of research that prevents me from enjoying the luxury that most comedians enjoy while their joke-

smiths are turning out jokes.

If Mary approaches me with a term of endearment, I might suddenly sigh and say: "Gee, you're sweet, but I haven't read *Look, Life, Time, Newsweek, Readers Digest,* or *Captain Billy's Whiz Bang,* yet."

She may pout a little, but presently she'll shrug her pretty shoulders and leave me to peruse the news for what's new. Many an evening has been saved for us by a reference to a current situation like Marilyn Monroe vs. Joe DiMaggio (he's pitching now!) or any other headline of the moment.

Material Hard to Find

Hence I present this plea to other comics. Please, fellows and gals, do your own research and leave our jokes alone.

I use the word "jokes" loosely—it can refer to many angles of show business. For instance, I do not claim to have invented the crew haircut, button-down collar and military-stripe tie but I do profess to be the first comic ever to appear at the Copacabana in New York so dressed.

Now would you like to name the comics who have affected this approach since my release from the Army in 1945 and subsequent debut at the Copa in June of 1946?

Played Punchy Fighter

I do not profess to be the originator of a punch-drunk prize-fighter characterization, but I do feel that my "Punchy Callahan" instigated the various punch-drunk characters that are done by some of our so-called top comics today.

For instance, last October we played the Chicago theater and received a glowing notice from *Variety,* but in the last paragraph the critic mourned: "Too bad Hayes has to stoop to stealing Red Skelton's punch-drunk fighter for a finish." Young critic, no doubt.

For several weeks now, Milton Berle has glanced into his mirror and said: "Mirror, Mirror, on the wall, who's the greatest lover of them all?" The mirror always comes back with an insulting answer but none of them have been as funny as the ones we used last year for 27 weeks on our Ronson show *Star of the Family.*

I have a pathetic drunk I do now with a music box and alongside of the routine I have ten or 12 letters from friends advising me that so and so has taken the whole routine and is doing the whole thing in such and such a place.

Well this doesn't disturb you until you play such and such a place and are accused by the press of having stolen so and so's material. That is when your heart really bleeds for the hours you

The picture isn't upside-down. Hayes curls up this way while writing gags.

spent editing and perfecting a comedy routine which apparently becomes public domain the first time you do it in public.

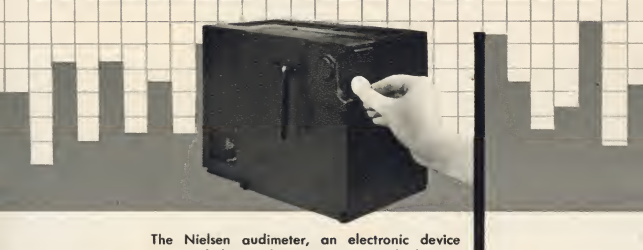
All of this might sound like "sour grapes of wrath." This I deny.

I'm not the only comedian turning out material and there are many routines which I would be happy to have thought of first, but that some other performer was clever enough to evolve. I just don't use them.

I am, however, determined to protect our comedy material to the full limit of the law.

It's too tough to write, fellows. Go find your own.

TV RATINGS • FACT OR FRAUD?



The Nielsen audimeter, an electronic device to record choice of programs, is attached to TV sets. Set owner gets 50 cents a month from it.

RATINGS represent a matter of life or death on the air to virtually every television star and program. As the only method of determining quickly the size of each program's audience, ratings decide whether a show continues or is cancelled.

Except for advertising agency and network research technicians, whose job it is to decipher rating figures, few broadcasting executives will say this system of counting noses furnishes all the information they desire. But with no other information available, networks and sponsors must rely on ratings, despite their shortcomings.

Strongest evidence that the ratings are true and not false—fact and not fraud—is that their findings generally match.

The supporters of the rating systems also have an answer for critics who say that political surveys fell down on the national elections. It's simply that the election polls were trying to find out what people were going to do, which was subject to change, while the TV polls find out what people are doing.

Based on Total Sets

A rating figure specifically indicates the percentage of homes owning TV sets tuned to a particular program. When *I Love Lucy* has a 71 rating, that means 71 per cent of all TV homes in the cities where *Lucy* is telecast are tuned to the show while it's on the air.

The importance of ratings can be judged from rumors at NBC about *Your Show of Shows.* The Sid Caesar-Imogene Coca show was perched high on TV's rating totem pole for more than three years. Yet when its rating started to slip last month, there was immediate speculation that sponsors might drop out and that it might be cancelled next fall. There is no truth to the rumors—the show will definitely return after its summer vacation—but the drop in ratings had NBC frightened for a time.

Ratings May Not Sell

I Love Lucy, on the other hand, has held top position on the totem pole almost from its first telecast. The Lucille Ball-Desi Arnaz comedy reportedly has not sold as many cigarets as its sponsor had hoped. Yet the sponsor recently signed a new $8,000,000 contract—which insures *Lucy's* continuation for at least another two-and-a-half years—primarily because the ratings are so high.

Ratings are compiled by six or seven different research firms. The A. C. Nielsen Co., one of those relied on mainly by telecasters, obtains its information through use of an electronic recording device called an "audimeter." This is attached to receivers in a certain number of homes across the country. Each

time the TV set is turned on, the device automatically starts recording on a disc the time, as well as the channel to which the set is tuned.

Each month the Nielsen office mails the set owner a new disc. He detaches the old disc on which the record of his viewing has been inscribed and inserts the new one (which automatically dispenses 50 cents to him for his cooperation). The old disc is then mailed back to the Nielsen office, where researchers gather them and compile their rating figures. Besides the 50-cent inducement, cooperating set owners also receive premimum gifts, such as home appliances.

Those unfamiliar with ratings often accuse Nielsen and the other research organizations of basing their tallies on too small a percentage of the total TV audience. How, they ask, can Nielsen provide a truly nationwide rating based on some 22,000,000 receivers, when audimeters are attached to only 650 of these sets? It's pointed out, however, that if this small rating sample is truly representative of the country at large, then the ratings can be "projected" to obtain a nationwide figure.

Most Never Called

If you and your friends have never been called and asked what program you are watching, it's because the rating organizations are contacting another family group which is representative of your exact status.

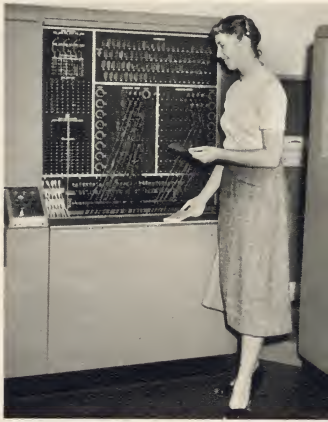
A diary system for ratings is used by American Research Bureau, Pulse and Videodex. Under this system, a certain number of carefully selected TV families are mailed a form each week or month on which they can record what programs they watched, how many hours each day they used their receivers, etc. At the end of each rating period, these diaries are returned to the home offices where the ratings are compiled. These cooperating set owners also receive premium gifts for their help in recording the public's TV tastes.

C. E. Hooper and Trendex rely on phone calls, termed coincidental because they're placed while a show is on the air. Operators, who must remain anonymous if the system is to work correctly, place calls during the day and evening. They ask if the person answering owns a TV set. If the answer is yes, they ask what show he was watching. When information from these calls is compiled, it again provides a measurement of audience size.

Because some set owners would undoubtedly resent being phoned after 11 P.M. or before 9 A.M., Hooper and Trendex cannot place calls in those hours. To compensate for this, Hooper follows up on his phone calls with the diary technique. Trendex measures audience size now only in 10 cities, which have three or more channels, in order to derive information on which shows are the most popular in these cities.

Because ratings are so important, networks, sponsors and TV stars must follow them closely. It's a known fact that they'll boast about them only if a rating is good. As Ed Sullivan puts it:

"Ratings can give a TV performer ulcers, but they represent the only way to tell the size of your audience until the fan mail starts coming through. If we get a low rating on our *Toast of the Town*, then we think the whole rating system is no good. But if our rating is high, then we know the system is fine."



A statistician preparing to feed information gathered by the C. E. Hooper organization into a large electronic computer.

IN THE CAST

Nancy Guild: she abandoned Hollywood for home life.

Nancy Guild is one actress who willingly abandoned a glamorous Hollywood career in favor of a more sedate home life. Now a panel member on DuMont's *Where Was I*, Nancy walked out on her movie contract more than a year ago to set up housekeeping for her husband and four-year-old daughter, Elizabeth, in New York.

She's married to Broadway producer Ernest Martin, who did *Where's Charley?* and *Guys and Dolls*, and is now putting the final touches to Cole Porter's new musical comedy, *Can-Can*.

A native of Hollywood, Nancy was "discovered" while attending the University of Arizona. A national magazine used her picture and a 20th-Century-Fox talent scout spotted it. A screen test and a five-year Fox contract followed. She reached starring roles, then signed with Universal.

She lives in a penthouse overlooking New York's Central Park, has no financial worries, and enjoys the mental stimulation of television work.

Nancy was a championship swimmer in high school, good enough at 16 to try for the Olympic team. Now she swims only for relaxation on summer week ends.

"That was the very first movie my mother ever took me to."

CHANNEL ONE

THE APRIL 26 two-hour telecast of "Hamlet" will bring a raft of top talent to the TV screens. **Maurice Evans**, portraying the Melancholy Dane, will be assisted by such top notchers as **Ruth Chatterton** (the Queen), **Joseph Schildkraut** (King Claudius), **Sarah Churchill** (Ophelia) and **Barry Jones** (Polonius). . . . The latest count on television sets in the Chicago area is 1,363,674. That's a quarter-of-a-million increase from last year's total at the same time.

EVANS

Mischa Auer is being considered as a permanent addition to the "My Friend Irma" show, after a hasty flying trip to Hollywood from Manhattan to test a new character. . . . CBS is seeking a new producer to replace **Fletcher Markle** on "Studio One." Markle is returning to Hollywood with his actress-wife **Mercedes McCambridge**. "Studio One," incidentally, will definitely not move to the Glamor City in the fall, despite rumors to that effect. . . . The nets are competing for top-name pilots to fly their coronation films from England back to the States. NBC has already signed ace **Paul Mantz** to fly a souped-up P-51, said to rival the speed of jets.

The rumors that top script writer **Goodman Ace** would never last with **Milton Berle** look pretty weak now. Although the "boys in the know" predicted Uncle Miltie's temperament would prove a clashing point with Ace, "Goody" has just been signed to a long-term contract by NBC. . . . Two favorite American writers, **Mark Twain** and **Damon Runyon**, are having their stories converted to TV. Both video series have gotten raves from critics who saw advanced showings.

BERLE

One top crooner has labeled **Johnnie Ray**'s "old time religion" kick which the "Cry" singer has capitalized on recently as "real phony." . . . Note on Americana: **J. Fred Muggs**, the chimp on **Dave Garroway**'s "Today" program gets about 100 fan letters a week.

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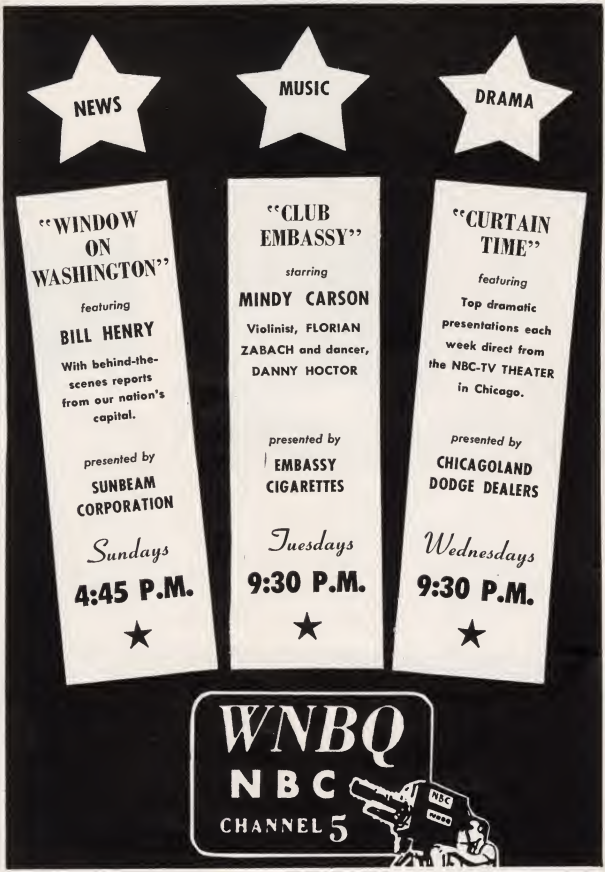
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Wednesdays
9:30 P.M.
WNBQ
NBC
CHANNEL 5
NBC

LETTERS TO THE EDITOR

To all those "Names Withheld." If you expect your right to be heard give permission so we'll know who we've heard from. "Cowards." If you can't face it, don't say it.

Grand Haven, Mich. **LUCILLE DENTON**

A certain girl by the initials M.A. wrote in about Jerry Lester being self-centered. I think she's an old stick in the mud or else she has no sense of humor.

Chicago, Ill. **SUE ANN PAULETTE**

In your March 20 edition someone ran down Julius LaRosa saying he would never get anywhere. For a guy that's never going to get anywhere he sure is selling records.

Niles, Mich. **N. WEIST**

After all these months of waiting for Paul Fogarty to help us look a little like Marilyn Monroe, what do these brilliant program arrangers do but make it Fogarty versus Ding Dong School. Mother versus daughter. And you can guess who wins! My daughter's wails could be heard a block away when I switched to Channel 9. Please, can't something be done!

Chicago, Ill. **JOAN OOSTMEYER**

I have read some pretty gruesome material in your letters to the editor column but when this one person (G. Murtfeld, Niles Mich.) pops off about hillbillies I did the burn act. I've had it called to my attention that a hillbilly is a Michigan farmer. . . Then there is another quotation I've often heard, "There's only two kinds of people. They are hillbillies and people who wish they were hillbillies." So there, dear Mr. Murtfeld, smoke that in your pipe.

East Chicago, Ind. **ROBERT GRISHAM**

I just listened to Paul Harvey. He said something about having 6 semesters a year and discontinue summer vacations. I don't like the idea of school all year. What do people take us kids for, "animals?" . . . I go nuts going to school all year.

Culver, Indiana **HARRY BAKER**

(continued on page A-46)

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special children's menu

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Boulevard Room

THE CONRAD HILTON

WHAT'S WRONG WITH

"Sold Short," one of the early productions featured in its cast the above Chicago talent: (left to right) Jim Wilmus, Dorie Williams, Nick Francis and Maurice Copeland.

Beryl Vaughan (left) and Geraldine Kay, both members of Chicago's TV operation, appeared on "Curtain Time's" debut Feb. 18 in "Pygmalion Was A Woman."

THE thorniest problem in Chicago's TV operation today is "What's the matter with 'Curtain Time?'"

"Curtain Time" was a challenge. Windy City TV artists had long been begging for the chance to show their New York "superiors" what could be done with a small budget and ingenuity. But after the first curtain rang down on Feb. 18 and on 5 or 6 succeeding shows, "Curtain Time" almost bowed out. Why?

Let's examine the reasons. A dearth of actors? Hardly. Chicago has a virtually untouched well of budding talent. The success of NBC's "Hawkins Falls" which employs strictly local dramatic actors and the number of thespians who have reaped critical acclaim from summer stock and Showcase theater productions—both prove that Chicago *has* the raw material. True, the Garroways may move on, but there are plenty of permanent fixtures here who feel there's a future in Chicago TV.

Import N.Y. Talent

When "Curtain Time" began to falter, the actors were first to suffer. Perhaps new faces from New York would do the trick, reasoned the producers. So stars were imported from Gotham's TV supply for lead roles, with the qualification that any local star could compete for the same role. But what chance had they? No New York actor would come to Chicago

without a signed assurance that his role was cinched.

How about the weak scripts argument? When "Curtain Time" debuted, station and agency representatives turned Scotch. They already had a comfortable nest of old radio scripts which they immediately began adapting for television. This was a frugal, altho necessary, measure designed to cut expenses. But the show almost cut its throat in the process. It's interesting to note that one of the best plays to date, "E Is For Girl," was an *original* TV script written by former Chicagoan Robert Shaw. And Barbara Moro, a Chicago actress who handled the lead role, turned in one of the most outstanding acting jobs in the series.

Skimpy Budget?

Is the budget too low? What happened to the boast that Chicago could produce top shows for less by substituting resourcefulness for the sponsor's pocketbook? There's plenty of evidence that Chicago has a corner on the ingenuity market. The widely heralded "Chicago School" is no myth. Since TV's inception the city's programming has earned the respect of the entire industry.

The show's behind-the-scenes staff, bombarded with criticism, countered with, "You can't expect us to compete with New York drama shows like 'Studio One'." True, "Curtain Time" is a series of light romantic comedies based on boy-meets-girl, boy-loses-girl, love-conquers-all. But even with this hackneyed collection of plots to work with, the show seldom rose above its material.

Producer Optimistic

The "Curtain Time" problem has been dumped into the lap of Don Tomkins, a New York producer who replaced Chicago's Harry Holcombe when Holcombe left to accept a stage role in Gotham. Tomkins seems to have his finger on the root of the trouble: finding the best combination of acting and writing. He claims he's determined to use Chicago talent for both.

There are more than a few Windy City souls who are watching the future of "Curtain Time" with breath well bated. There's a lot at stake. We've said we could do it. Chauvinistic prattle about Chicago being squeezed out of the TV scene seems pretty idle when a well-tried show does a flopperoo.

Happily, the prospects look good. Instead of abandoning the venture when the going was rough, "Curtain Time" has taken the criticism and put it to good advantage. With such an ideal time slot for a showcasing, it is hoped that the city's first good opportunity with a full-fledged dramatic TV show will get a full trial. What happens from now until option time will probably tell the story.

"Curtain Time is seen at 9:30 p.m. Wednesdays on WNBQ (channel 5).

BRICKHOUSE

BASEBALL AGAIN

CREIGHTON

CAVARETTA

EIGHTY games from ivy-decorated Wrigley Field and 55 games from spacious Comiskey Park. That's WGN-TV's lineup of baseball-by-electron this year. Handling the commentary, per usual, will be Chicago's contribution to sane and accurate sports coverage, Jack Brickhouse. Jack has his old sidekick Harry Creighton assisting on color coverage and commercials.

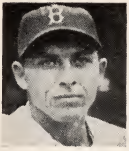
The leading members of this wholesale telecast, of course, are the some fifty players who wear the emblem of Chicago's two better-than-average ball clubs. Led by Phil Cavaretta and Paul Richards respectively, the Cubs and Sox are both feeling rather chesty over their chances. Although this is a spring tonic that never fails to intoxicate ball clubs, both the North and South Side representatives actually will field fine examples of activated gristle. The general goal is: Cubs, first division; Sox, the pennant, the whole kaboodle.

Pictured on this page are some of the stars who will perform before the camera without the usual pancake shadings generally associated with TV stars. Watch *TV Guide* for a week-by-week schedule of all televised Cubs and Sox games. For games this week, see page A-40 or consult our regular listings.

RICHARDS

SAUER

FOX

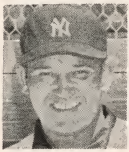


HODGES

SPAHN

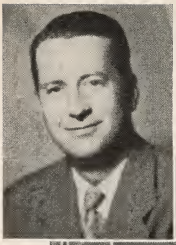
SLAUGHTER

SHANTZ



REYNOLDS

KELL



Bud Hauser's BIG SECRET

Assembling before their "Destination X" trip, Bud Hauser (inset) sends out a contented gang of viewers who haven't the vaguest idea of where they're going.

THE energetic mind of a car salesman never sleeps. From Boston to San Bernardino the enterprising auto men—the boys who parlayed a few gasoline buggies into a million dollar business—are busy hatching promotional ideas every hour.

Mr. Bud Hauser, famous in Chicago for his TV movies, his automobiles and his effective video selling between cliff-hangings, has come up with an idea that's worthy of his fraternity brothers. Bud is running a contest in which all the winners are taken for a good old fashioned "ride." It's the kind of a ride, however, for which most folks would give their left incisor.

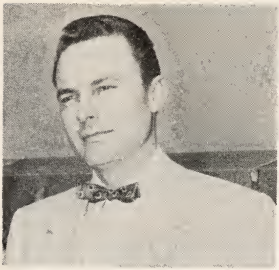
The gimmick, called a "Mystery Flight," is this: Televiewers enter their names and telephone number with Bud's "Grand Marquee" show. If picked and if they answer an easy picture "quiz" the free trip is theirs. The only catch—the destination of the air flight is a big secret.

Decked out in face masks (the eternal symbol, apparently, of a mystery), the lucky two dozen or so spend their air time making guesses as to where the plane will finally land. On Hauser's first such trip the rumors ran high that Florida was the spot. The folks were none the less happy, however, when the big Capital four engine job parked at La Guardia Airport in New York, where a weekend of high living was planned for them. Sample: They all hung their hats at the swank Waldorf-Astoria Hotel.

Bud has planned one more such trip, supposedly the best yet. His second Mystery Flight, which was due to depart last weekend was still a big mystery at press time.

Grand Marquee is seen at 10 p.m. Saturdays on WNBQ (channel 5).

MEET THE STARS



EARL NIGHTINGALE

IN show biz circles, a philosopher stands as much chance of achieving popularity as algebra has of becoming a student's favorite subject. Yet Earl Nightingale, TV philosopher, seems to be beating this theory.

Since 1951, he's been bombarding WGN-TV viewing audiences with his observations of life in the modern world. Earl is a self-styled authority on almost any and all subjects. This, however, is not just idle boasting. His versatile background gives him plenty of needed ammunition.

Earl's story is a modern-day Odyssey. He began his career as a truck driver, following this with work as a commercial artist, lecturer at Harvard, sideshow barker and announcer.

An eight-year veteran of service with the U.S. Marines, he ran the gamut of experiences—from participating in the Pearl Harbor fracas to the more pleasant task of cartooning for the USMC magazine. While in service he developed an interest in radio and, following his discharge, took a job with a Phoenix, Ariz., station. When he was called to Chicago, Earl became a kids' hero, portraying Schuyler (Sky) King, ex-FBI agent and Navy flier dedicated to preserving law and order.

Nightingale (no relation to Florence) is married to a girl he met while vacationing in California in 1942. They have two children, David Alan, 7, and Pamela, 4½.

TV FORECAST OF NEW SHOWS

THIS WEEK'S Highlights:

An old "feud" will be rekindled when **Fred Allen** visits **Jack Benny** on the Waukegan Kid's show Sunday evening. Although Fred has generally come out on top when the two comics exchange "insults," Benny can point to lots more employment in recent years than his baggy-eyed rival. . . . The All **Star Revue** is taking a page from the **Comedy Hour**'s book. The Saturday night variety opus is marching out its entire entourage of costly stars. **Jimmy Durante, Tallulah, Georgie Jessel** and **Ben Blue** will display their expansive (and expensive) talents during the 60 minute show.

ALLEN

Ken Murray takes his Sunday night **Time to Smile** show aboard the **U.S.S. Texas**, an historic old battleship which saw action in both World Wars. . . . **Omnibus** will feature the delightful Gilbert & Sullivan operetta "Trial by Jury" this week. . . . **Alben Barkley** and his **Meet the Veep** have switched days. The colorful Kentucky politico will be seen on Saturdays now at 3:45 on NBC. . . . Dennis Day's parents, Mr. & Mrs. John McNulty, appearing on their famous son's TVehicle, look like they're going to land a permanent spot on the Day program.

Locally, a Chicago School show, termed a "sleeper" in the Windy City scheme of things, bowed Wednesday, 15th. Called "Caruso's Cronies," it emanates from **Ray Caruso's** Restaurant and features a lot of informal light opera warbling. **Studs Terkel** is handling production. . . . Incidentally, **Chet Roble**, Terkel's sidekick from "Studs' Place," teams with **Danny O'Neil** on channel 7's late morning show. This pairing developed after the celebrated WNBQ Bob & Kay "steal."

Apr. 17 Friday

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
"A Visit With Cowboys" shows the life of a modern rider of the range.
5 **Howdy Doody Show**—Puppets

4:45 7 **Rootie Kazootie**—Puppet Fun

5:00 4 **Kids Karnival Kwiz**—Games
Fun & movies with Natco, the clown
5 **Elmer, The Elephant**—For Kids
John Conrad has his hands full with the too well educated elephant
7 **Laugh Time**—Film Shorts
"Charlie Chase" & cartoons.
9 **Time For Beany**—Fun For Kids

5:15 9 **Junior Edition**—S. Fentress

5:30 4 **Silhouettes Of The West**—Chats
5 **Industry On Parade**—Film
Mining of raw sulphur, fabricators of steel, how a Jantzen swim suit is created, demonstration of a glass freight car, & a stock pile of exotic woods.
7 **Adv. Time With Bob Atcher**
"Three Musketeers" ch. 11.
9 **Robert Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **Something To Talk About**
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
Guest: authoress Patricia Bronte.
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
One space helmet is all they have.

6:10 7 **Jack Drees Sports Show**
Interviews with sports personalities.

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skit
Pinky sends his mother a wire calling her home so that she won't find out the engagement to Martha is a hoax.
7 **Stu Erwin**—Comedy Drama
To buy or not to buy a television set, that is the question that becomes a laughing matter for everyone except Pop.
9 **Spencer Allen & The News**

6:45 4 **Perry Como Show**—Musical
"My One & Only Heart," "Say It With Your Heart," "Say You're Mine," and "Mexican Joe."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

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Friday Apr. 17

WBBM-TV	WNBQ	WBKB	WGN-TV
4	5	7	9

7:00 4 **MAMA**—Domestic Comedy
"Mama And The Schoolhouse." Mama tries to prevent the authorities from tearing down Dagmar's school.

5 **RCA VICTOR SHOW**—Musical
In order to get Charley to attend a party for Mr. and Mrs. McNulty given by the Ancient Order of Hibernians, Dennis has to convince Charley that he is Irish.

7 **ADV. OF OZZIE & HARRIET**
Ozzie tests his sales resistance & finds he can't say "no."

9 **PATHWAYS OF THE WORLD**
"Dis Is Fishin'."

7:15 9 **CITY EDITOR**—Clem Lane
Stories behind the headlines.

7:30 4 **MY FRIEND IRMA**—Comedy
Marie Wilson and Cathy Lewis are featured.

5 **WALT'S WORKSHOP**—Creative
Mr. Durbahn continues his series on remodeling an attic, & shows the construction of a built-in-chest.

7 **SUPERMAN**—Adventures
George Reeves as Clark Kent in "Birthday Letter."

9 **DARK OF NIGHT**—Drama
On location drama from Sorg Printing Company, New York.

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8:00 4 **PLAYHOUSE OF STARS**—Drama
Harold Peary takes his daughter, Jill Jarmen, to a school dance & puts on an exhibition which causes varied reactions in "Papa Goes To The Ball."

5 **BIG STORY**—Drama
Rolfe Edmondson of the *Atlanta (Georgia) Journal-Constitution* proves that the death of a housewife after a fall down a stairway was not accidental.

7 **TERRY & THE PIRATES**
"The Maitland Affair." Desperadoes divert a shipload of American Relief rice to sell to the Dragon Lady, & substitute a contaminated load.

9 **LIFE BEGINS AT 80**—Quiz
Jack Barry moderates panel

8:30 4 **OUR MISS BROOKS**—Comedy
Eve Arden decides to use the age-old method of jealousy to spark the reticent biology teacher Mr. Boynton (Robert Rockwell).

5 **ALDRICH FAMILY**—Comedy
Henry mixes up everyone's pens including the one his father gave him money to buy.

7 **TALES OF TOMORROW**
"The Rivals" with Mary Sinclair. An elderly man brings home his new wife, who finds her rival to be a cat.

9 **WORLD IS YOURS**—Film
Plan your vacation from these films of the beauty spots of the world.

9:00 4 **MR. & MRS. NORTH**—Drama
The Norths become hostages in a prison break. Barbara Britton & Richard Denning are featured.

5 **CAVALCADE OF SPORTS**
Gerald Dreyer, 24, of South Africa with 31 wins & 1 loss vs Tony Gonzales, of Orange, New Jersey with 16 wins & 1 loss in a 10 rd. middleweight bout; Jimmy Powers announces.

7 **"DEAR AMANDA"**—Film
About a slightly faded but still gay actress, Billie Burke, who visits her ultra-respectable family.

9 **TWENTY QUESTIONS**—Quiz
Emcee Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee and guest, motion picture director George Stevens.

9:30 4 **FAVORITE STORY**—Film Drama
Adolphe Menjou as narrator with John Qualen, Connie Marshall, & Harry Harvey in "Canterville Ghost." A 15 yr. old girl carries on conversations with a ghost & is willing to die to free him from his misery.

Apr. 17 Friday

9:30 7 **I'M THE LAW**—Film Drama
"South American Money & The General's Coffin" with Marvin Miller; Gen. Tardeno steals the paper on which the money of his country is printed. The general is reported killed and the money turns up in his coffin.

9 **DOWN YOU GO**—Panel Quiz
Dr. Bergen Evans is moderator.

9:45 5 **GREATEST FIGHTS OF CENTURY**
Joe Louis vs Nathan Mann, Feb. 23, 1938, from Madison Sq. Garden.

10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **COURTESY HOUR**—Variety
Jim Moran presents an old fashioned barn-dance variety. *Sponsored by Courtesy Motors.*

9 **"PHILO VANCE'S GAMBLE"**
MOVIE—An emerald smuggler is murdered as he tries to double cross his partners; Alan Curtis, Terry Austin, & Frank Jenks.

10:10 5 **DORSEY CONNORS**—News Tips
Some tips on sewing.

10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & THE NEWS**

10:25 4 **CHGO. WEATHER**—Russ Reed

10:30 4 **CHGO. AT NIGHT**—Chuck Bill
5 **LET'S LOOK AT SPORTS**—Events

10:45 4 **OUR SONG**—Danny O'Neil
5 **HERBIE MINTZ**—Musical

11:00 4 **KUP'S TV COLUMN**—Gossip
5 **"BUCKSKIN FRONTIER"**
MOVIE—Owner of a freight line tries to thwart competition when the railroad pushes westward into his territory; Richard Dix, Jane Wyatt, & Victor Jory.
7 **NEWS WITH ULMER TURNER**

11:10 7 **"DOCTOR'S DON'T TELL"**
MOVIE—John Beal, Florence Rice, Young interne falls in love only to find that the Lady prefers another.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**
9 **NEWS**—Les Nichols Comments

11:45 9 **FILM PROGRAM**

12:00 4 **"YOUNG IN HEART"**
MOVIE—An old woman's pathetic eagerness for companionship touches the affections of a conniving & indolent family; Janet Gaynor, Douglas Fairbanks Jr., Paulette Goddard, Richard Carlson, Roland Young, & Billie Burke.

1:45 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

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HOWARD MILLER SPINS ON "Q"

By WM. A. QUE

A BRAND NEW ADDITION to recorded music on WMAQ, is popular disc-jockey **Howard Miller** with 55 minutes of the tops in popular music each and every Saturday a.m., 11:00 to 11:55. Miller, well-known in Chicago "d.j." circles, brings with him a vast knowledge of music and personalities in the entertainment world. In addition to fine music, **Miller** also interviews well-known recording artists on his **De Met Pontiac** show.

H. MILLER

TUGGING ON HIS EAR and pawing the ground like a bashful boy, Herb Shriner, host and chief interrogator on the fast-moving comedy-quiz show, **Two For the Money** (WMAQ-Radio and WNBQ-TV, Tuesdays at 9:00 p.m.), is not at all shy about giving away **Old Gold's money.** Recently one couple walked away with $3600. Says Herb, "Imagine a man just standing around giving away money?"

"EL" DUGGAN

PROVOCATIVE WMAQ SPORTSCASTER, Tom Duggan doesn't give away any money on his Monday through Friday, 10:50 to 11:00 p.m. **Sports Special** program, but he does supply listeners with plenty of inside information on sports personalities and events. Ex-Marine Duggan started his career in radio out on the West Coast and in 1949 brought his talents and acid-type tongue to NBC Chicago. A former football player and boxer, Tom knows his sports even though some of his listeners disagree with him from time to time.—Adv.

Saturday Apr. 18

9:30 7 "ARIZONA NIGHTS"
MOVIE—Bud 'n' Ben.

10:00 4 THERE'S ONE IN EVERY FAMILY
Dean Miller is host to contestants
7 SPACE PATROL—Adventures
A strange planet hurtling through space lodges in the solar system.
9 KIDS' CAMERA CORNER—Film

10:30 4 ROD BROWN OF THE ROCKET RANGERS—Western Drama
"Operation Decoy." Rod Brown is assigned to trap a space pirate preying on commercial space ships.
7 HAIL THE CHAMP—Games
Kids' stunts with Howie Roberts & Angel Casey (see pg. A-42) Stunts include: two boys who try to carry buckets of water through an obstacle course, two girls have a "bull fight," two boys and two girls race against time to put together jewelry store displays.
9 KIDS & COMPANY—Variety
Johnny Olsen salutes the "kid of the week," awards a plaque, & dramatizes the youngster's story

11:00 4 BIG TOP—Circus Fun
The Tong Brothers, acrobatic contortionists; Tally-Ho act, dogs, ponies and monkeys.
7 BEULAH SHOW—Comedy
Louise Beavers is featured
9 "WEST OF THE ALAMO"
MOVIE—Rangers work incognito to solve a crime wave which has been launched; Jimmy Wakely, Lee White, & Iris Clive.

11:30 7 "ACES WILD"
MOVIE—A saga of the sagebrush country with Harry Carey, "Snowflake," Gertrude Messinger, & Ed Cassidy.

12:00 4 OPR. NEW HORIZONS
Lake Forest College presents "Let's Look At Maps" with Howard Wynne, prof. of geography; Arlene Neville Byrne moderator.
7 "GUNNERS & GUNS"
MOVIE—Western adventure tale.
9 "FEDERAL BULLETS"
MOVIE—A crime machine operates under the front of a philanthropic organization; Milburn Stone, Zeffie Tilbury, & Terry Walker.

12:30 4 "SWEETHEART OF THE NAVY"
MOVIE—Exams at Annapolis are forgotten when the Navy sets out to champion the cause of a waterfront vocalist; Eric Linden, Cecilia Parker, & Roger Imhoff.

1:00 7 "FEUD OF THE WEST"
MOVIE—Western with Hoot Gibson.
9 BATTING PRACTICE-Creighton

1:10 9 LEAD OFF MAN—Vince Lloyd

(Continued on Page A-18)

CURRENT FINDINGS

of the National Television Review Board

The National Television Review Board is an independent group of citizens who review and rate programs each month for the guidance of the American family and the TV industry.

Mr. & Mrs. North

Superman

National Television Review Board

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"—Censorship Is Not The Way To Better Programs"

Objectionable for Family

Love of Life, Search for Tomorrow, Guiding Light—"Sordid situations . . . no value placed on family life . . . vulgarity displayed . . . excess of adultery and drinking."

Bride & Groom—"Deprecates sanctity of the Holy vows . . . makes sacred ritual too commercial."

The Web—"Excess of crime and violence at an hour that precedes bedtime for children."

Variable for the Family

Name's the Same—"Double meanings"

Mr. and Mrs. North—"Double meanings"

Superman—"Excess of violence"

Added to Approved Shows

Red Buttons

A to Z of Cookery

Big Idea

Guest Star

Ernie Kovacs

Definitions

Approved—Entirely or adequately wholesome, completely or sufficiently harmless.

Variable — Offensive as regular minor part of program, or occasionally offensive as performers and/or program content change from week to week.

Objectionable — Completely harmful or offensive, or enough to dominate entire program.

Saturday Apr. 18

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

1:25 9 BASEBALL—Sox vs Cleveland
Jack Brickhouse and Harry Creighton announce game from Comiskey Park.

2:00 4 NEW WESTERN THEATER—Film

2:30 4 "CITY OF MISSING GIRLS"
MOVIE—An art school is the front for a racketeer who does away with the girls working in his night club; H. B. Warner, Astrid Allwyn, & John Archer.

5 AMERICAN INVENTORY
"The Atom In Industry" discussed by Dr. William Davidson of the Atomic Energy Commission, & Dr. Kenneth Kingdon of General Electric Laboratories.

3:00 5 TOP STAKE RACES—Jamaica
$30,000 Gotham Stakes for 3 year olds, 1 1/16 mile; Sammy Renick describes & interviews.

7 "SUNSET CARSON RIDES AGAIN"
MOVIE—Western adventure tale.

3:30 5 NATURE OF THINGS—Talk
Dr. Roy K. Marshall discusses "Where Are The Stars?"

3:45 5 MEET THE VEEP—Chats
Informal conversation with Alben W. Barkley and Earl Godwin.

9 TENTH INNING—Interviews

4:00 4 CLASSIC THEATER—Music
"Giovanni Della Bande Nere," part two.

5 WESTERN ROUNDUP—Film

7 "TERROR OF TINYTOWN"
MOVIE—Adventure film.

9 CAMERA CARAVAN—Film

4:45 9 "STAGECOACH OUTLAWS"
MOVIE—(1st showing) Deals with the conniving tactics of a gang of outlaws led by a gambler; Buster Crabbe, Al St. John, & Frances Gladwin.

5:00 4 FARMTOWN U.S.A.—Talks
George Menard is host.

5 RELIGIOUS PUPPET FILM
"Prodigal Son."

7 SATURDAY LAUGH TIME—Film
"Laurel & Hardy" film & fairy tale

5:15 5 HOBBY TIME—Bill Healion
Bill discusses "Preparing Models For Finishing."

5:30 4 WEEKEND NEWS—Report

5 JET PILOT—Aviation Show

7 ROOTIE KAZOOTIE—Puppets
Rootie has made the magic fourleaf clover into a ring which will protect the wearer from all harm, but Poison Zoomack tries to steal it.

5:45 4 FILM

6:00 4 STORK CLUB—Interviews
Sherman Billingsley is host to celebrities

6:00 5 MR. WIZARD—Science Study
Don Herbert and Bruce Lindgren discuss "Telescopes & the Heavens." They also explain how scientists measure the distance from the earth to the stars, and how they can learn what stars are composed of.

7 PAUL WHITEMAN'S TEEN CLUB
Talent variety competition for teen agers with Nancy Lewis & Andrea McLaughlin assisting "Pops."

9 INSP. MORLEY, SCOTLAND YD.
Patrick Barr clashes with the underworld in "Showdown."

6:30 4 BEAT THE CLOCK—Games
Bud Collyer is host to contestants

5 MY HERO—Situation Comedy
An escaped convict leaves Beanblossom with his striped suit and makes off with important papers when they battle on a train en route from Arizona.

7 TURNING POINT

9 TO BE ANNOUNCED

6:45 9 SPORTS REVIEW—J. Brickhouse

7:00 4 JACKIE GLEASON SHOW
Guest: singer Helen Forrest.

5 ALL STAR REVUE—Variety
Jimmy Durante, George Jessel, Tallulah Bankhead, Ben Blue are featured.

7 "BROOKLYN ORCHID"
MOVIE—Two guys find that their troubles are just beginning when they become partners in the operation of a fleet of taxis; William Bendix, Joe Sawyer, & Marjorie Woodworth.

9 PATHWAYS OF THE WORLD
"Glimpses Of Picturesque Norway."

7:15 9 CHRISTOPHER FILM SHORT
Religious discussion

7:30 9 THIS IS THE LIFE—Drama
High school youth thinks he knows all the answers & takes any chance that offers a thrill.

8:00 4 PFAFF STAR PLAYHOUSE

5 YOUR SHOW OF SHOWS
Sid Caesar & Imogene Coca with regulars Jack Russell, Judy Johnson, Hamilton Trio, Bambi Lynn & Rod Alexander, Billy Williams Quartet, Carl Reiner, Howard Morris, Harry Snow, and Marguerite Piazza; Guest host is Paul Douglas.

7 BOXING BOUTS
Danny Womber of Chicago with 39 wins, 15 losses, & 10 draws vs Joey Giambra of Buffalo, New York with 31 wins & 2 defeats in a 10 rd. middleweight bout from Buffalo with Bill Stern announcing.

9 YOUR SENATOR'S REPORT
Sen. Paul H. Douglas (D-Ill.) and Sen. Everett M. Dirksen (R-Ill.) report from Washington, D.C.

Apr. 18 Saturday

8:15 9 PATHWAYS OF THE WORLD
"Holiday In Wakasiu."

8:30 4 MEET MILLIE—Comedy Skit
Situation comedy with Elena Verdugo and Florence Halop.

9 WRESTLING FROM MARIGOLD
Zack Malkov vs Milt Olsen, Baron Arena vs Jerry Woods, Vince Lopez vs Juan Garcia, Tony Verdi vs Andre Drapp, Chief Big Heart vs Killer Kowalski, and main event: Bill Melby vs Bobby Nelson.

9:00 4 BALANCE YOUR BUDGET-Quiz
Quiz game with Bert Parks emcee. Jackpot this week is $3,000.

7 HEART OF THE CITY—Drama
Pat McVey and Jane Nigh star

9:30 4 IT'S NEWS TO ME—Panel Quiz
John Daly is host to panel.

5 YOUR HIT PARADE—Musical
"Old Man River" with Raymond Scott and the orch. & "The Birth of The Blues" with June Valli. (see pg. 17).

7 "OF MICE & MEN"
MOVIE—Burgess Meredith, Betty Field, & Lon Chaney Jr.; relationship & human understanding between two very different men, even unto death. *Sponsored by Madewell Slipcover Company*

10:00 4 "MEET THE MISSUS"
MOVIE—(1st showing) A boy loses a pack of bonds, valued at $5,000, which he was supposed to deliver.

5 "FUN ON A WEEKEND"
MOVIE—(1st showing) A penniless Milquetoast meets a girl who helps him put his ideas into practice; Eddie Bracken, Priscilla Lane.
(See pg. A-7)

11:00 7 SOMETHING NEW

9 MOVIE—Title To Be Announced

11:10 4 LATE WORLD NEWS

11:15 7 "DEAR MURDERER"
MOVIE—English businessman, suspicious that his wife is unfaithful, murders her discarded lover & implicates another suitor in the crime; Eric Portman, Greta Gynt.

11:25 4 HUTCHINSON WAX

11:30 5 FACES IN THE WINDOW
Ken Nordine narrates mystery

11:35 4 "ONE OF OUR AIRCRAFT IS MISSING"
MOVIE—Deals with the flight of a crew of bombers which start from England to raid Stuttgart, with all returning except one.

12:30 7 COMEDY CAMEO—Film Short
"Tied For Life" with Harry Langdon; a lost wedding ring results in a wrecked car.

9 NEWS—Up-To-The-Minute Data

(Stations reserve the right to change above listings without notice)

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Sunday Apr. 19

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

9:30 4 LAMP UNTO MY FEET
"The Last Chance," by Palmer Thompson. Guest panelist: Dr. Clifford Earle, Director of Social Education and Action Division, Presbyterian Church, U.S.A. Dr. Lyman Bryson is moderator.

5 THE PULPIT—Religious Talk
"Life's Unlimited Ceiling" discussed by Dr. Carl S. Winters of First Baptist Church of Oak Park.

7 SADDLE & SAGE—Western
"Lone Avenger" feature

9:45 5 WHAT'S YOUR TROUBLE—Talk
Dr. Norman Vincent Peale and his wife discuss various topics.

9 MORNING MOVIE TIME—Film
"Pilgrimage to Brittany."

10:00 4 "TUMBLEDOWN RANCH IN ARIZ."
MOVIE—Range busters are faced with three major problems to solve; Ray Corrigan, John King, Max Terhune, & Sheila Darcy.

5 SUN. FUNNIES—John Conrad

9 "DEVIL BAT"
MOVIE—Bela Lugosi as the mad doctor who creates a monster to destroy his employer.

10:15 5 MAGIC CLOWN—Kids' Variety

10:30 5 "HERE COMES KELLY"
MOVIE—Story of a cocky Irishman who can't keep a job because he can't keep his mitts to himself; Eddie Quillan, Joan Woodbury, & Maxie Rosenbloom.

11:00 7 TOOTSIE HIPPODROME

11:15 4 FILM CARTOONS

11:30 4 CANDY CARNIVAL—Variety
Gene Crane emcees kids' fun

5 LIVE AND LEARN—Discussion
Dr. Carroll R. Daugherty, prof. of business economics at Northwestern Univ. speaks on "Human Relations & Government."

7 FAITH FOR TODAY—Religious
Rev. W. A. Fagel conducts.

9 CAPTAIN MIDNIGHT—Drama
"Hawk of The Wilderness" part 5.

12:00 4 NEWS AT NOON—Report

5 YOUTH WANTS TO KNOW
Guest: Pulitzer Prize winning foreign correspondent Marguerite Higgins.

7 HEART OF THE CITY—Drama
Pat McVey & Jane Nigh.

9 "CODE OF THE MOUNTED"
MOVIE—Royal Canadian mountie sets out after fur thieves; Kermit Maynard & Jim Thorpe.

12:15 4 YOUR FUTURE HOME—Ideas
Jack Callaghan comments on homes.

12:30 4 TV GARDEN CLUB
James H. Burdett discusses foliar nutrition and fancy leaf caladiums.

5 FRONTIERS OF FAITH—Talks
Religious program presented in cooperation with the National Council of Churches of Christ in the U.S.A.

7 AMATEUR HOUR—Talent
Bob Murphy interviews youngsters.

1:00 4 "MEDAL FOR THE GENERAL"
MOVIE—His services no longer required, the general determines to shut himself off from the world, but the war brings six slum kids to his home; Godfrey Tearle, Jeanne de Casalis, & Morland Graham.

5 HOW DOES YOUR GARDEN GROW?—Discussion & Movies
John Ott gives advice on shrubbery.

9 BATTING PRACTICE-Creighton

1:10 9 LEAD OFF MAN—Vince Lloyd

1:30 5 AMERICAN FORUM OF THE AIR
"The United Nations, UNESCO Policy Sound" discussed by Mr. James Lucas, member of DAR, and Mrs. Louis Leonard Wright, exec. Inst. of Intern'l Education.

7 WILD BILL HICKOK—Western
Guy Madison and Andy Devine in "Ghost Breakers"

9 BASEBALL—Sox vs Cleveland
Jack Brickhouse announces double header.

2:00 5 RANGE RIDER—Western Drama
Range Rider (Jack Mahoney) finds himself a member of a Wild West Show when he offers to assist a U.S. Marshal in locating some robbers.

7 CISCO KID—Western Movie
Duncan Renaldo and Leo Carillo in "Outlaw Paradise."

2:30 4 MAN OF THE WEEK—Talk
A current events discussion with a headline personality.

5 ". . . AND IT CAME TO PASS"
Singers Ezio Pinza & Jennie Tourei, actor Melvyn Douglas, & ballerina Ruthanna Boris in celebration of founding of State of Israel.

7 ADVENTURES OF KIT CARSON
Bill Williams is featured as Kit.

3:00 4 GREAT WESTERN THEATER
Starring Bob Steele in western

5 KUKLA, FRAN, AND OLLIE
Burr Tillstrom, puppeteer, with Fran Allison and the Kuklapolitans

7 HOPALONG CASSIDY—Tale
Bill Boyd is featured as "Hoppy" in "The Trap."

Apr. 19 Sunday

3:30 4 OMNIBUS—Variety 'Til 5:00
"The Abracadabra Kid" by William Saroyan; a young boy's parents are so successful that they have neither the time nor the inclination to give him the full measure of love, so he sets up his own world of make believe. Film employing sensitive camera technique on original "Medieval Illuminations," "Paul Revere's Ride" a reading by Raymond Massey. "Trial By Jury" a Gilbert and Sullivan operetta with Martyn Green.

5 ZOOPARADE—About Animals
R. Marlin Perkins & Jim Hurlbut discuss and show how the animals thought of it first; example: man copied his tank after the turtle's shell.

7 BOB ATCHER SHOW—Kids Fun
Puppet Sammy Squirrel helps Bob with the chores

3:45 9 TENTH INNING—Interviews
Mid-game chats.

4:00 5 HALL OF FAME—Drama
"The World On A Wire." Samuel Morse's struggle to sell the idea of the telegraph to congress.

7 SUPER CIRCUS—Big Top Fun
Beebe's Hollywood Bears, "Menagerie" features a Java rice bird & a Columbian jay, the Trampolooneys, Chai & Somay, Oriental acrobatic contorionist act, Cliffy, Scampy, Nicky, & Mary Hartline in "The Sleep Walker"; Hollywood Skyrockets, high double sway pole, & special feature: Comdr. Ming will present a plaque.

4:30 5 SIGHTSEEING WITH SWAYZES
John Cameron Swayze & his family visit Northern California, stopping at Yosemite Park, the Old Spanish town of Monterey, & picturesque Chinatown in San Francisco.

4:45 5 WINDOW ON WASHINGTON
Bill Henry with the news

5:00 4 YOU ARE THERE—History
It is 1633 in Italy, and Galileo, noted physicist, astronomer, mathematician, & philosopher is being tried for heresy.

5 MEET THE PRESS—Discussion
Martha Rountree & Lawrence Spivak interview politicians.

7 TO BE ANNOUNCED

5:30 4 SEE IT NOW—News Films
Edward R. Murrow's documentary of important events (see pg. 14).

5 ROY ROGERS SHOW—Drama
A fox hunt ends at a silver mine where the boys and girls of Paradise Valley discover the body of the murdered Garsama, chief of the Acunas Indians.

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Sunday Apr. 19

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:30 7 **LILLI PALMER SHOW**—Chats
Guest: Friedland Wagner.

5:45 7 **WALTER WINCHELL**—Gossip
Comments about the people, places, and happenings.

9 **TENTH INNING**—Interviews

6:00 4 **GENE AUTRY SHOW**—Western
"The Black Rider." A desperate criminal is terrorizing the countryside.

5 **RED SKELTON SHOW**—Comedy
Skits: Red & his wife get into an argument during a card game, Red bathes the baby, "Baby's First Birthday" with Red as baby; guests: dance team of Park & Clifford.

7 **YOU ASKED FOR IT**—Requests
John Davis, America's weight lifting marvel; bronc-busting barrel; new method of artificial respiration; from screen test to stardom—Cleo Moore; "Speedy" Babbs spectacular motorcycle act.

9 **EASYCHAIR ADVENTURES**-Film

6:30 4 **JACK BENNY SHOW**—Comedy
Variety & skits with Fred Allen as he tries to persuade Jack's sponsor to hire him instead.

5 **MISTER PEEPERS**—Comedy
Mister Peepers accompanies the reluctant Wes to Chicago where Wes and Marge are to be married on the 26th of April.

7 **WHAT'S THE ANSWER**—Quiz
Mal Bellairs asks the questions

9 **". . . AND IT CAME TO PASS"**
Singers Ezio Pinza & Jennie Tourel, actor Melvyn Douglas, & ballerina Ruthanna Boris in a special program on the occasion of the 5th anniversary of the founding of the State of Israel.

7:00 4 **TOAST OF THE TOWN**—Variety
Ed Sullivan presents Bobby Clark, Nanette Fabray, Senor Wences, Fiske University Jubilee Singers, The Dunhills, Gae Foster Toastettes, Jane Powell and Farley Granger in a filmed scene from "Small Town Girl."

5 **COMEDY HOUR**—Variety Show
Bob Hope with guests: Phil Harris & Marilyn Maxwell.

7 **ABC ALBUM**—Drama
"Justice" with Paul Douglas & Lee Grant.

9 **FAITH OF OUR FATHERS**—Talk
Woodlawn Emmanuel Lutheran Church with Rev. Carl H. Berhenke officiating.

7:30 7 **THE RUGGLES**—Comedy

9 **BIG PICTURE**—Korean Film

8:00 4 **FRED WARING**—Musical Show
Premiere performance of two new compositions: "Israel" the official song of the Israel bond drive in the U.S.; also, a new musical setting for the Ten Commandments by the composer of "Song of Easter." Also, musical production "All About Paris."

5 **TV PLAYHOUSE**—Drama
"A Long Way Home" tells the story of a German-American boy who returns to post-war Germany to find his home; Lloyd Bridges, Gaby Rodgers, Steven Hill, & Gerda Von Marscheim.

7 **MARCH OF TIME**—Film
Westbrook Van Voorhis.

9 **ROCKY KING**—Roscoe Karns
"Caged." Murder in a mental hospital and the murder weapon matching the hospital silverware take Rocky King on another suspenseful case.

8:30 4 **TIME TO SMILE**—Variety
Ken and his troupe visit the U.S.S. Texas, Laurie Anders sings "I'm From Texas," Ken exchanges gags with Eve Arden; Sharkey, the trained seal, performs, & Johnny Johnston and Anita Gordon join in song.

7 **DANGEROUS ASSIGNMENT**
Brian Donlevy as agent Steve Mitchell in "Phoenician Incident"

9 **PLAINCLOTHESMAN**—Drama
"The Hillsdale Mystery." A broken hypodermic needle leads the police to the murder of an inmate suffering from a persecution complex.

9:00 4 **THE WEB**—Mystery Drama
"Fair Warning" with Virginia Gilmore & James Gregory; successful theft of a fabulous diamond leads to a doublecross & murder.

5 **THE DOCTOR**—Film Drama
"The Way Of Hope" stars Donald Cook, Julie Hayden, & Glenn Anders; hope is revived for a once successful playwright, his actress wife, and an alcoholic producer-director when the producer gets his ex-wife to back a play.

7 **BILLY GRAHAM**—Religious
The evangelist delivers an oration.

9 **ARTHUR MURRAY PARTY**
Hostess Kathryn Murray presents Billy De Wolfe and Peter Birch.

9:15 7 **QUEST FOR SERENITY**—Talk
Dr. Kenneth Hildebrand speaks

Apr. 19 Sunday

9:30 4 WHAT'S MY LINE?—Quiz
John Daly moderates panel: Dorothy Kilgallen, Arlene Francis, Bennett Cerf, and Steve Allen.

5 VICTORY AT SEA—Film Drama
"Full Fathom Five." (See pg. 13).

7 BOTH SIDES—Discussion
"Trade Or Aid" discussed by Sen. A. S. (Mike) Monroney (D-Okla.) and Rep. George W. Malone (R-Nev.).

9 JACKSON AND JILL—Film
Helen Chapman & Todd Karnes in a situation comedy based on the gambits & misadventures of a pair of lovebirds.

10:00 4 FILES OF JEFF JONES
Private eye Jeff Jones (Don Haggerty) risks his life to smash a dangerous espionage ring & catch a ruthless foreign agent in "Mr. Doom."

5 WEATHERMAN—Clint Youle
General description of the day's climate and what to expect this week

7 PAUL HARVEY NEWS
Commentary on events of interest.

9 "MAYTIME IN MAYFAIR"
MOVIE — (1st showing) with Anna Nagel & Michael Wilding; two fashion salons endeavor to outdo each other, but come to a crisis when a young man inherits one of them & attempts to run it.
Sponsored by Courtesy Motors

10:10 5 DORSEY CONNORS—Ideas
Dorsey tells how to make a cradle from a carton.

10:15 5 ALEX DREIER—News Report
Late data on current events

7 OUT OF THE WORLD—Talk
Adult science program with John Sternig as commentator.

10:30 4 "SMART GUY"
MOVIE—Concerns the rehabilitation of a tough gambler; Rick Vallin, Bobby Larson, & Veda Ann Borg.

5 SPORTS STAR TIME—News
Tom Duggan discusses events

7 WRESTLING FROM RINGSIDE
Rito Romero vs Danny Savich on film; Wayne Griffin announcing.

11:00 5 "NUT FARM"
MOVIE—Wallace Ford & Joan Gale.

11:30 9 NEWS—Lee Nichols Comments

11:45 9 HEALTH AIDS—Commercial

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SUN. 10 pm WGN-TV

Although there have been some complaints about the content of Red Skelton's show, nobody can accuse Red of bad judgment in picking Lucy Knoch as his number one assistant. Lucy can be seen on Red's show on Sundays at 6:00 p.m. on channel 5 (WNBQ).

6:45 5 **Town & Farm**—Discussions
Everett Mitchell returns.
7:00 5 **Today**—News & Commentary
9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Exercises
9:30 5 **Animal Playtime**—Kids' Fun
7 **To Be Announced**
9 **Clete Roberts World Report**
9:45 9 **Earl Nightingale Program**
10:00 4 **News At Ten**—Commentary
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
9 **A To Z Of Cookery**—Recipes
"Well Organized."
10:05 4 **There's One In Every Family**
10:30 4 **Strike It Rich**—Quiz Game
Guest: George Stevens.
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
Ed puts Trudy Dyer through her paces.
10:50 7 **Your Weather**—Wayne Griffin
10:55 7 **News With Ulmer Turner**
11:00 4 **"Revenge Of The Zombies"**
MOVIE—Scientist collaborates with the Nazis by conceiving the idea of an army of zombies; Veda Ann Borg, John Carradine.
5 **Creative Cookery**—F. Pope
Stuffed eggplant, & sweet potato fluff in casserole with special orange glaze.
7 **Breakfast With D. O'Neil**
Informal variety with Danny and guests; pianist Chet Roble.
9 **Bride & Groom**—John Nelson
11:15 9 **Love Of Life**—Continued Tale
Matt Slocum still questions Meg's sudden recovery.
11:30 9 **Search For Tomorrow**—Drama
Irene is prompted to strange actions.
11:45 9 **Guiding Light**—Serial Story
Kathy tells Meta that she is homesick & would like to leave hospital.
11:55 7 **News With Ulmer Turner**
12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—John Coons
7 **Happy Pirates**—Kids' Fun
9 **Hi Ladies**—Jack Payne MC
Guest from Cole Bros. Circus.
12:25 4 **Midday News**—Late Report
12:30 4 **Garry Moore Show**—Variety
Comedy sketch, traces international diplomacy from the time of Ben Franklin; Denise sings "One Little Candle."
5 **Bob & Kay Show**—Variety
7 **Time For Fun**—Nick Francis
12:45 9 **Travelers Sketchbook**—Film
12:55 7 **News With Ulmer Turner**

1:00 4 **Double Or Nothing**—Quiz
5 **"Hat Box Mystery"**
MOVIE—Secretary, assigned to get some pictures, finds a gun rather than a camera; Tom Neal.
7 **All About Baby**—Ruth Crowley
9 **Sewing Circle**—Tips
1:15 7 **"Blind Goddess"**
MOVIE—Director of an international public institution is exposed in political corruption. Eric Portman, Ann Crawford & Michael Dennison.
1:30 4 **Art Linkletter's House Party**
"What's In The House" game.
9 **Magic Carpet**—Film Short
2:00 4 **Big Pay Off**—Quiz Show
Randy Merriman & Bess Myerson
5 **Break the Bank**—Quiz Game
9 **Paul Dixon Show**—Variety
2:25 7 **News With Ulmer Turner**
2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"In Love With Life"**
MOVIE—Exciting story of a woman who wanted to cast convention to the four winds and gave as her only excuse her love for life. Lila Lee, Onslow Stevens & Dickie Moore.
3:00 4 **Shopping With O'Reilly**
5 **Kate Smith Hour**—Variety
Robert Shackleton & Evelyn Ward, dancers; "Cracker Barrel" interview with Sen. Wayne Morse (Ind.-Ore.), and the story princess.
9 **"On The Spot"**
MOVIE—Soda jerk gets into a mess by having the message of a dead gangster to deliver to the dead man's pals; Frankie Darro.
3:15 4 **"Scattergood Baines"**
MOVIE—Small town chiselers find that he's a man to be reckoned with.
3:55 7 **News With Ulmer Turner**
4:00 5 **Hawkins Falls**—Drama
7 **Lucky 7 Ranch**—Western Film
"Cattle Stampede."
9 **TV Matinee**—Feature Film
4:15 5 **Gabby Hayes Show**—Tall Tales
"Buckskin Frontier" with Richard Dix.
4:30 4 **Garfield Goose & Friend**
An electrical toy from a loyal subject backfires on King Garfield.
5 **Howdy Doody Show**—Puppet
5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Fantasy
7 **Laugh Time**—Film Shorts
"Laurel & Hardy" & cartoons.
9 **Time For Beany**—Puppet Fun
Beany & his friends are confronted with a second attack by the flying saucer men.
5:15 9 **Junior Edition**—News Show

Monday Apr. 20

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Three Musketeers" ch. 12
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **City Where I Live**—Talk
Len O'Connor comments.
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
The Galaxy is in danger of exploding and cannot send messages because its radio is out of order.

6:10 7 **Jack Drees Sports Show**
Baseball scores, important event of the day, & interviews.

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skits
Pinky decides to enter show business, so he'll have more in common with Martha.
7 **Hollywood Screen Test**—Drama
"Bequest Delayed" with Judith Evelyn, Mary Bell & Carol Veazie; schoolteacher who has borne the brunt of everyone's abuse for years suddenly finds her whole life changed when she inherits some money.
9 **Spencer Allen & The News**

6:45 4 **Perry Como Show**—Musical
Como and rhythm group do "Rain," Como "Till I Waltz Again With You," Fontanes "Doggie In The Window," Como and chorus "Don't Let The Stars Get In Your Eyes."
5 **News Caravan**—Swayze
9 **Chicagoland Newsreel**

7:00 4 **BURNS & ALLEN**—Comedy
Gracie's story almost gets George deported.
5 **PAUL WINCHELL SHOW**
Variety with dancers Diane Sinclair & Ken Spaulding.
7 **HOMICIDE SQUAD**—Mystery
Tom Conway is featured as Insp. Mark Saber with James Burke as Sgt. Maloney. "The Case Of The Artful Murders." Mark Saber is invited to attend the formal unveiling of a valuable statue. When the drapes are pulled aside, the body of a guard is found lying across the pedestal.
9 **HOW'S YOUR HEALTH?**—Talks
"Your Doctor's Laboratory" discussed by Edwin F. Hirsch, Dir. of the Henry Baird Favill Lab. at St. Luke's Hospital. Dr. William W. Bolton, Assoc. Dir., Bureau of Health Education, American Med. Assoc., is moderator.

7:30 4 **GODFREY'S TALENT SCOUTS**
Professional talent competes.
5 **VOICE OF FIRESTONE**—Music
Mimi Benzell sings Arlen's "Over The Rainbow," Musetta's Waltz from "La Boheme" by Puccini, with the chorus "The Lass With The Delicate Air" & "Siboney."
7 **"IT ALWAYS RAINS ON SUNDAY"**
MOVIE—Harassed housewife, bored with a drab marriage, harbors her former lover, an escaped convict; Googie Withers, Jack Warner & John McCallum.
9 **JOHNS HOPKINS REVIEW**
"Disposal of Radioactive Wastes" discussed by Andrew Miller Jones, guest moderator, with Dr. Abel Wolman, Dr. Donald T. Pritchard, Dr. Cornelius Kruse, Dr. John Geyer, & Dr. Alvin Taboys.

8:00 4 **I LOVE LUCY**—Comedy Drama
Neighbors demand that Ethel & Fred impose the lease clause of "No Children Allowed" on the Ricardos.

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Sunday Apr. 19

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:30 7 LILLI PALMER SHOW—Chats
Guest: Friedland Wagner.

5:45 7 WALTER WINCHELL—Gossip
Comments about the people, places, and happenings.

9 TENTH INNING—Interviews

6:00 4 GENE AUTRY SHOW—Western
"The Black Rider." A desperate criminal is terrorizing the countryside.

5 RED SKELTON SHOW—Comedy
Skits: Red & his wife get into an argument during a card game, Red bathes the baby, "Baby's First Birthday" with Red as baby; guests: dance team of Park & Clifford.

7 YOU ASKED FOR IT—Requests
John Davis, America's weight lifting marvel; bronc-busting barrel; new method of artificial respiration; from screen test to stardom—Cleo Moore; "Speedy" Babbs spectacular motorcycle act.

9 EASYCHAIR ADVENTURES-Film

6:30 4 JACK BENNY SHOW—Comedy
Variety & skits with Fred Allen as he tries to persuade Jack's sponsor to hire him instead.

5 MISTER PEEPERS—Comedy
Mister Peepers accompanies the reluctant Wes to Chicago where Wes and Marge are to be married on the 26th of April.

7 WHAT'S THE ANSWER—Quiz
Mal Bellairs asks the questions

9 ". . . AND IT CAME TO PASS"
Singers Ezio Pinza & Jennie Tourel, actor Melvyn Douglas, & ballerina Ruthanna Boris in a special program on the occasion of the 5th anniversary of the founding of the State of Israel.

7:00 4 TOAST OF THE TOWN—Variety
Ed Sullivan presents Bobby Clark, Nanette Fabray, Senor Wences, Fiske University Jubilee Singers, The Dunhills, Gae Foster Toastettes, Jane Powell and Farley Granger in a filmed scene from "Small Town Girl."

5 COMEDY HOUR—Variety Show
Bob Hope with guests: Phil Harris & Marilyn Maxwell.

7 ABC ALBUM—Drama
"Justice" with Paul Douglas & Lee Grant.

9 FAITH OF OUR FATHERS—Talk
Woodlawn Emmanuel Lutheran Church with Rev. Carl H. Berhenke officiating.

7:30 7 THE RUGGLES—Comedy

9 BIG PICTURE—Korean Film

8:00 4 FRED WARING—Musical Show
Premiere performance of two new compositions: "Israel" the official song of the Israel bond drive in the U.S.; also, a new musical setting for the Ten Commandments by the composer of "Song of Easter." Also, musical production "All About Paris."

5 TV PLAYHOUSE—Drama
"A Long Way Home" tells the story of a German-American boy who returns to post-war Germany to find his home; Lloyd Bridges, Gaby Rodgers, Steven Hill, & Gerda Von Marscheim.

7 MARCH OF TIME—Film
Westbrook Van Voorhis.

9 ROCKY KING—Roscoe Karns
"Caged." Murder in a mental hospital and the murder weapon matching the hospital silverware take Rocky King on another suspenseful case.

8:30 4 TIME TO SMILE—Variety
Ken and his troupe visit the U.S.S. Texas, Laurie Anders sings "I'm From Texas," Ken exchanges gags with Eve Arden; Sharkey, the trained seal, performs, & Johnny Johnston and Anita Gordon join in song.

7 DANGEROUS ASSIGNMENT
Brian Donlevy as agent Steve Mitchell in "Phoenician Incident"

9 PLAINCLOTHESMAN—Drama
"The Hillsdale Mystery." A broken hypodermic needle leads the police to the murder of an inmate suffering from a persecution complex.

9:00 4 THE WEB—Mystery Drama
"Fair Warning" with Virginia Gilmore & James Gregory; successful theft of a fabulous diamond leads to a doublecross & murder.

5 THE DOCTOR—Film Drama
"The Way Of Hope" stars Donald Cook, Julie Hayden, & Glenn Anders; hope is revived for a once successful playwright, his actress wife, and an alcoholic producer-director when the producer gets his ex-wife to back a play.

7 BILLY GRAHAM—Religious
The evangelist delivers an oration.

9 ARTHUR MURRAY PARTY
Hostess Kathryn Murray presents Billy De Wolfe and Peter Birch.

9:15 7 QUEST FOR SERENITY—Talk
Dr. Kenneth Hildebrand speaks

8:00 5 EYE WITNESS—Drama
"Mr. Loveday's Little Outing" adapted from a story by Evelyn Waugh; humorous story of an inmate in a British institution, for wealthy people; Melville Cooper.

9 BIG IDEA—New Inventions
An anchor that can be easily released during an emergency, a device to identify safety deposit box holders, a new type burglar alarm; guest: Finn H. Magnus, pres. Magnus Harmonica Corp.

8:30 4 RED BUTTONS SHOW—Antics
Comedy with Pat Carroll, Joe Silver, Allan Walker, Beverly Dennis. Guests: Mary Kay Trio.

5 ROBERT MONTGOMERY
"World By The Tail." The whirl of spring in New York & the inevitable complications of two young lovers; Melville Cooper.

7 BOXING FROM RAINBO
Chester Mieszala, 23, of Chicago with 22 wins & 5 losses vs Jimmy "Red" Elby, 23, of Toledo, Ohio with 40 wins & 9 losses in 8-round middleweight bout; Jack Drees announces.

9 BOXING—EASTERN PKWY.
Garth Panther of Salt Lake City, Utah with 48 wins, 9 losses, & 2 draws vs Tuzo "Kid" Portuguez of Costa Rica with 42 wins, 11 losses, & 5 draws in a 10 rd. middleweight bout; Ted Husing announcing.

9:00 4 STUDIO ONE—Drama
"The Fathers" tells how a crime committed by a close relative causes dire repercussions in the life of a suburban family. Stars Shepperd Strudwick, Nancy Kelly, John Shellie, Thomas Chalmers, Glenn Anders & Susan Halloran.

9:30 5 WHO SAID THAT?—Quiz
Moderator Walter Kiernan with anchorman Frank Conniff, and guests, Cliff Norton, Earl Wilson & June Lockhart.

9:45 9 SPORTS PAGE—Events
Arch Ward & Red Grange.

10:00 4 VIC PERRY—Interviews

5 WEATHERMAN—Clint Youle

7 LIFE OF RILEY—Comedy Antics
William Bendix in "Family Reunion."

9 "GIRL FROM MANDALAY"
MOVIE—An English plantation foreman spends four years in the jungle, with marriage to his girl back home as his goal. Esther Ralston, Conrad Nagel & Donald Cook.

10:10 5 DORSEY CONNORS—Ideas
A citrus fruit party.

10:15 4 HARRINGTON ON SPORTS

5 CLIFTON UTLEY & THE NEWS

10:25 4 CHGO. WEATHER—Russ Reed

10:30 4 CHGO. AT NIGHT—Chats

5 LET'S LOOK AT SPORTS—News

7 DR. FIXUM—Household Ideas

10:45 4 OUR SONG—Musical Variety

5 HERBIE MINTZ SHOW—Musical

11:00 4 KUP'S TV COLUMN-Interviews

5 "STUNT PILOT"
MOVIE—The hero of a film company has a murder rap pinned on him while the company is on location at an airport; John Trent, Marjorie Reynolds, & Milburn Stone.

7 NEWS WITH ULMER TURNER

11:10 7 "MERRILY WE LIVE"
MOVIE—A scatterbrained wife, with weakness for helping worthless humanity, hires a prominent writer as chauffeur, mistaking him for a tramp. Constance Bennett, Brian Aherne, Billie Burke, Bonita Granville & Alan Mowbray.

11:15 4 11:15 EDITION—Fahey Flynn

11:30 4 MURDER BEFORE MIDNIGHT
"Cheating Blondes."

9 NEWS—Les Nichols Comments

12:00 4 BACKSTAGE BRUNETTE

12:30 4 LATE WORLD NEWS

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Tuesday Apr. 21

	WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

6:45 5 **Town & Farm**—Discussion

7:00 5 **Today**—News & Commentary

9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—Nursery
9 **Your Figure Ladies**—Fogarty

9:30 5 **Animal Playtime**—Kid's Fun
Win Stracke with games
7 **To Be Announced**
9 **Clete Roberts World Report**

9:45 9 **Earl Nightingale Program**

10:00 4 **News At Ten**—Late Report
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
9 **A To Z Of Cookery**—Recipes
"Copy Cat."

10:05 4 **There's One In Every Family**

10:30 4 **Strike It Rich**—Quiz
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
Two waistline trimmers are explained.

10:50 7 **Your Weather**—Wayne Griffin

10:55 7 **News With Ulmer Turner**

11:00 4 **"Strawberry Roan"**
MOVIE—Couple on a farm head for disaster when the gal spends all the money; Billy Hartnell, Carol Raye, & John Fuddock.
5 **Creative Cookery**—Recipes
Baklava is prepared by the Popes.
7 **Breakfast With D. O'Neil**
9 **Bride & Groom**—Wedding

11:15 9 **Love Of Life**—Serial Story
Evan Baker shows he is fully aware of Meg's game.

11:30 9 **Search For Tomorrow**—Serial
What effect will the photos have on Joanne?

11:45 9 **Guiding Light**—Drama Serial
Kathy bids a tearful goodbye to young Tim.

11:55 7 **News With Ulmer Turner**

12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—Kiddie Fun
7 **Happy Pirates**—Two Ton Baker
9 **Hi Ladies**—Interview Fun
Dude rancher and a trick roper.

12:25 4 **Midday News**—Late Report

12:30 4 **Garry Moore Show**—Variety
Ten-year-old vocalist Leslie Uggams Crayne, Joseph Burns, Rudolph Halley's law partner; Garry & Durward discuss the current baseball season; song production: "It's Not Their Heartache, It's Mine."
5 **Bob & Kay Show**—Interviews
7 **Time For Fun**—Kids' Show

12:45 9 **News Of The Day**—S. Allen

12:55 7 **News With Ulmer Turner**

1:00 4 **Freedom Rings**—Quiz Game
Audience participation quiz with John Beal as emcee.
5 **"Manhattan Love Song"**
MOVIE—Robert Armstrong & Dixie Lee.
7 **All About Baby**—Ruth Crowley
9 **"Gangster's Boy"**
MOVIE—A gangman's son is accepted in society, but takes the blame for something to protect a more respected pal; Jackie Cooper & Robert Warwick.

1:15 7 **"Hard Steel"**
MOVIE—Foreman in steel mill alienates family & friends as he pursues his ambition; Wilfred Lawson & Betty Stockfield.

1:30 4 **Art Linkletter's House Party**
Harry Kari, Japanese dialect singer.

2:00 4 **Big Payoff**—Quiz For Men
5 **Break The Bank**—Bud Collyer
9 **Paul Dixon Show**—Variety

2:25 7 **News With Ulmer Turner**

2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"Girl Who Came Back"**
MOVIE—Mystery concerning a girl who becomes involved with a group of counterfeiters; Shirley Grey, Sidney Blackmer, & Noel Madison.

3:00 4 **Shopping With O'Reilly**
5 **Kate Smith Hour**—Variety
Cabot & Dresden, ballroom team; teen age panel discussion, Kate & the Band in an informal musicale.
9 **"Tough Kid"**
MOVIE—Youngster tries to keep his brother from traveling with a bad crowd; Frankie Darro, Dick Purcell, & Judith Allen.

3:15 4 **"Mountains O'Mourne"**
MOVIE—Tale of a young Irishman with a good voice & his adventures as he sets out to make money with the B.B.C. in London; Rene Ray, Niall MacGinnis, & Jerry Verne.

3:55 7 **News With Ulmer Turner**

4:00 5 **Hawkins Falls**—Dramatic Tale
7 **Lucky 7 Ranch**—Western Film
"Boss of Rawhide"
9 **TV Matinee**—Feature Film

4:15 5 **Gabby Hayes Show**—Tall Tales
Treaties are signed today, and Garfield becomes head engineer of the Union Pacific Railroad.

Apr. 21 Tuesday

4:30 4 **Garfield Goose And Friend**
5 **Howdy Doody Show**—Puppets

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—For Kids
7 **Laugh Time**—Film Shorts
"Charlie Chase" & cartoons.
9 **Time For Beany**—Kiddie Fun

5:15 9 **Junior Theater**—Film

5:30 4 **Silhouettes Of The West**—Music
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Hurricane Express" ch.1
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **City Where I Live**—Talk
Len O'Connor comments.
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
A four hr. time fuse is attached to the controls of the galaxy.

6:10 7 **Jack Drees Sports Show**
Sports celebrities are interviewed.

6:15 4 **News With Fahey Flynn**
5 **Short, Short Drama**—Film

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Dinah goes to a country club dance. Tunes: "In The Good Old Summertime," "Why Come Crying To Me," & "A Quarter To Nine."
7 **Beulah Show**—Comedy Skits
Donnie joins the circus to the consternation of the Henderson household.
9 **Spencer Allen & The News**

6:45 4 **Jane Froman's U.S.A. Canteen**
"Anything Goes," production of songs from new Broadway musical "Can-Can" by Cole Porter includes: "Can-Can," "Allezvous-en Go Away," "It's All Right With Me," and "I Am In Love."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—News

7:00 4 **MOVIE**—Title To Be Announced
5 **CIRCUS HOUR**—Variety .
Joe E. Brown is emcee host with Delores Gray, John Raitt, & Victor Young and his orchestra. Guest: Milton Berle.

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TUESDAY & THURSDAY

10:00 P.M.

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NEWS

★ ★ ★

10:15 P.M.

SPORTS
HIGHLIGHTS

WITH

JACK DREES

★ ★ ★

10:25 P.M.

YOUR
WEATHER

WITH

WAYNE GRIFFIN

CHANNEL

WBKB

Tuesday Apr. 21

7:00 7 "THERE GOES MY HEART"
MOVIE—A millionaire heiress runs away to take a job in one of her own stores; Patsy Kelly, Edward Everett Horton, & Fredric March.

9 LIFE IS WORTH LIVING
Inspirational talks. Bishop Fulton J. Sheen discusses "Fatigue."

7:30 4 KOVACS UNLIMITED—Comedy
Ernie Kovacs & Dorothy Richards with variety & comedy skits

9 PRESS CONFERENCE—Talks
Discussion on current events.

8:00 4 CITY HOSPITAL—Drama
Wife of a struggling young doctor learns that a marriage must be made of more than dollar bills in "A Trip To Cannondale."

5 FIRESIDE THEATER—Drama
A tough New York detective on a "Mission To Algiers" falls in love with the daughter of the man he's been sent to bring in; Bill Bishop & Kristine Miller.

7 "DARK WATERS"
MOVIE—A young heiress is beset by psychological neuroses stemming from the loss of her parents; Merle Oberon, Franchot Tone & Thomas Mitchell.

9 WHERE WAS I?—Photo Quiz
Moderator John Reed King with panel: Nancy Guild, Samuel Grafton, Bill Cullen, Elsa Maxwell, & guest

8:30 4 SUSPENSE—Drama
"The Duel." Two of Napoleon's officers engage in a thrilling pre-dawn duel over the love of a colonel's daughter; stars Eva Gabor and Roger Dann.

5 CIRCLE THEATER—Drama
"Judy And The Brain" by Sylvia Weld, with Ainey Alba, Lorna Lynn, a plain high school girl learns the hard way that popularity comes in different ways and that sometimes the ugly duckling can triumph.

9 WISDOM OF THE AGES—Panel
Jack Barry emcees panel

9:00 4 DANGER—Mystery Drama
A racketeer on trial loses his best witness when a policeman is killed; Nina Foch.

5 TWO FOR THE MONEY—Quiz
Comedy game with Herb Shriner

9 48TH STREET THEATER—Drama
"Judas" with Gertrude Michael & Ann Savage.

9:30 4 UNEXPECTED—Drama
Bobby Driscoll in a story of dictator aggression in which the youth is trained for a regime of blood & tyranny in "Someday They'll Give Us Guns."

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

9:30 5 **CLUB EMBASSY**—Musical
San Francisco theme: Mindy Carson & Quartet do "San Francisco," Florian Zabach plays "The Red Canary," & medley of "The Trolley Song" & "My Ideal."

7 **NAME'S THE SAME**—Panel
Robert Q. Lewis introduces contestants for panel to name.

9 **DOUG. FAIRBANKS JR.**—Film
"Meet Mister Jones" with Warren Stanhope, Joan Newell, Deborah Turnbull. A meddlesome woman tries to prevent her younger sister's marriage to a man of whom she does not approve.

9:45 5 **BOB CONSIDINE**—News Views

10:00 4 **VIC PERRY**—Man On The Street

5 **WEATHERMAN**—Clint Youle

7 **NEWS**—Austin Kiplinger

9 **"TOUGH ASSIGNMENT"**
MOVIE—(1st showing) Reporter & his wife attempt to expose a gang engaged in the sale of uninspected meat; Don Barry & Marjorie Steele.

10:10 5 **DORSEY CONNORS**—Ideas
Don't throw away those bottles.

10:15 4 **HARRINGTON ON SPORTS**

5 **CLIFTON UTLEY & THE NEWS**

7 **SPORTS SHOW**—Jack Drees

10:25 4 **CHGO. WEATHER**—Russ Reed

7 **YOUR WEATHER**—W. Griffin

10:30 4 **CHGO. AT NIGHT**—Chuck Bill

5 **LET'S LOOK AT SPORTS**—News
Tom Duggan discusses what's new in the sports world

7 **HEART OF THE CITY**—Film

10:45 4 **OUR SONG**—Favorite Tunes

5 **HERBIE MINTZ SHOW**—Musical

11:00 4 **KUP'S TV COLUMN**—Chats

5 **HARNESS RACING**-Maywood
Tom Duggan announces.

7 **"BROADWAY LIMITED"**
MOVIE—Comedy about a trio from Hollywood—set to make a big impression in Manhattan, who run into trouble with a kidnapped baby; Victor McLaglen, Marjorie Woodworth, Dennis O'Keefe, & Patsy Kelly.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**

9 **NEWS**—Les Nichols Comments

12:00 4 **"BASHFUL BACHELOR"**
MOVIE—Abner acquires a race horse in trade for a delivery car which he & Lum used in business.

12:30 7 **NEWS WITH ULMER TURNER**

1:25 4 **LATE WORLD NEWS**

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Wednesday Apr. 22

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

6:45 5 **Town And Farm**—Discussion

7:00 5 **Today**—News & Comments

9:00 4 **Arthur Godfrey Time**—Musical
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Fogarty

9:30 5 **Animal Playtime**—Kid's Show
Win Stracke with games for kids
7 **To Be Announced**
9 **Clete Roberts World Report**

9:45 9 **Earl Nightingale Program**

10:00 4 **News At Ten**—Information
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
9 **A To Z Of Cookery**—Recipes
"Table For Two."

10:05 4 **There's One In Every Family**

10:30 4 **Strike It Rich**—Warren Hull
J. Richard Kenny, author of "Prince Bart."
5 **Mrs. U.S.A.**—Film Short
(Or UN General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
Ed begins his specialization exercises.

10:50 7 **Your Weather**—Wayne Griffin

10:55 7 **News With Ulmer Turner**

11:00 4 **"Turn Of The Tide"**
MOVIE—Story of the conflict over fishing rights by two families living in an English fishing village; John Garrett & Geraldine Fitzgerald.
5 **Creative Cookery**—Recipes
Swiss steak, french fried onion rings, duchess potatoes, & lobster tail dip are prepared.
7 **Breakfast With D. O'Neil**
9 **Bride & Groom**—John Nelson
Phil Hanna sings

11:15 9 **Love Of Life**—Serial Story
What lurks behind the pleasantries of a party?

11:30 9 **Search For Tomorrow**—Drama
Joanne pleads for the respect of Keith's memory.

11:45 9 **Guiding Light**—Serial Story
Bertha & Papa Bauer discuss her suspicion that Bill may be seeing Gloria.

11:55 7 **News With Ulmer Turner**

12:00 4 **Luncheon With Billy**—Musical
5 **Noontime Comics**—John Coons
7 **Happy Pirates**—Fun For Kids
Film cartoons and fun for boys & girls with the antics of Bubbles, the porpoise & Squawky the Parrot
9 **Hi Ladies**—Jack Payne
Guest, J. Richard Kennedy.

12:25 4 **Midday News**—Late Report

12:30 4 **Garry Moore Show**—Comedy
Garry & Durward demonstrate their hobbies; Denise Lor sings "Isn't It Romantic," & Ken Carson does "Hominy Grits."
(see page 5).
5 **Bob & Kay Show**—Interviews
7 **Time For Fun**—Nick Francis

12:45 9 **News Of The Day**—S. Allen

12:55 7 **News With Ulmer Turner**

1:00 4 **Double Or Nothing**—Quiz
5 **"Man's Best Friend"**
MOVIE—A boy's devotion to his dog & his father's inability to understand that devotion; Lightning, the dog, Samson, the bear, & Douglas Haig.
7 **All About Baby**—Discussion
Dr. John M. Reichert, member of the attending staff of Children's Memorial.
9 **Batting Practice**—H. Creighton

1:10 9 **Lead Off Man**—Vince Lloyd

1:15 7 **"Loves Of Johanna Godden"**
MOVIE—Story of a high spirited young woman who inherits a farm and also her dead father's wish that she marry a certain young man. Googie Withers, Jean Kent, Derek Bond.

1:30 4 **Art Linkletter's House Party**
Guest: Dennis O'Keefe.
9 **Baseball**—Cubs vs Milwaukee
Jack Brickhouse announces.

2:00 4 **Big Payoff**—Quiz For Men
5 **Break The Bank**—Quiz Show
Bud Collyer, Wynn Elliott & Janice Gilbert

2:25 7 **News With Ulmer Turner**

2:30 4 **Eddie Albert Show**—Variety
5 **Welcome Travelers**—Chats
7 **"Wings Over Wyoming"**
MOVIE—Big city racketeer takes advantage of a cowhand's strike to terrorize the cattle country's ranges. George O'Brien & Cecilia Parker.

3:00 4 **Shopping With O'Reilly**
Lee Phillip & Patrick O'Reilly
5 **Kate Smith Hour**—Musical
Marian McPartland Trio, a fashion show, and Stuart Morgan dancers.

3:15 4 **"My Own Folk"**
MOVIE—A pretty Scottish girl from the highlands comes to England to assist in war work during the height of the German attacks; Moira Lister, Mabel Constanduros, & Norman Prince.

3:45 9 **Tenth Inning**—Interviews

3:55 7 **News With Ulmer Turner**

4:00 5 **Hawkins Falls**—Sm. Town Tale
7 **Lucky 7 Ranch**—Western Film
"Singing Cowgirl"
(Continued on page A-34)

What's
new
in Chicago?
Hollywood?
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Chicago's
outstanding
columnist
IRV KUPCINET

"KUP'S COLUMN"

Monday thru Friday 11:00 p.m.
Presented by **KOOL-VENT**

SUNDAYS IT'S FEATURE FILM TIME
"KOOL-VENT" THEATRE
10:30 p.m.

Chicago's Showmanship television station

CBS IN CHICAGO

WBBM-TV
4

Wednesday Apr. 22

WBBM-TV 4 | WNBQ 5 | WBKB 7 | WGN-TV 9

4:00 9 **TV Matinee**—Feature Film
"Haunted Mine."

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose And Friend**
His Majesty buys a player piano but Frazier won't believe it.
5 **Howdy Doody Show**—Puppets

4:45 7 **Rootie Kazootie**—Puppet Fun

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Movie
John Conrad (see pg. A-44).
7 **Laugh Time**—Film Shorts
"Laurel & Hardy" & Cartoons.
9 **Time For Beany**—Puppet Fun

5:15 9 **Junior Edition**—News
Steve Fentress discusses items.

5:30 4 **Silhouettes Of The West**—Film
5 **Industry On Parade**—Film
7 **Adv. Time With Bob Atcher**
"Hurricane Express" chapter 1-A
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **City Where I Live**—Talk
Len O'Connor comments.
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
Captain Video manages to remove the time fuse, turning the tables on Radig.

6:10 7 **Jack Drees Sports Show**
Important event of the day.

6:15 4 **News With Fahey Flynn**
5 **Town Crier**—Tony Weitzel

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skits
Martha thinks Pinky is committing suicide when she watches him practice dramatics.
7 **Date With Judy**—Comedy
"Mother Knows Best." Judy tries to reform a juvenile delinquent.
9 **Spencer Allen And The News**

6:45 4 **Perry Como Show**—Musical
Como "Sweet Sue," "Can't I," Fontanes "Hello Sunshine," Como "How Do You Speak To An Angel."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

7:00 4 **ARTHUR GODFREY & FRIENDS**
Musical variety with Arthur, Frank Parker, Marion Marlowe, Julius La Rosa, Janette Davis, Haleloke, the Mariners, and the Maguire Sisters.

7:00 5 **I MARRIED JOAN**—Comedy
Joan Davis wins first prize with her secret soup recipe, even though she almost becomes one of the main ingredients.
7 **CHARLIE CHASE TIME**—Film
9 **"FEAR IN THE NIGHT"**
MOVIE—A man awakes to find that he has killed someone while under the influence of some inexplicable force, but the problem is how to prove it. Paul Kelly, Deforrest Kelly, Ann Doran, & Kay Scott.

7:30 5 **MUSIC HALL**—Tune Time
Hostess Patti Page with dancer Mary Ellen Terry, and guests.
7 **STU ERWIN SHOW**—Comedy

8:00 4 **STRIKE IT RICH**—Quiz Contest
Warren Hull is emcee with guest
5 **KRAFT THEATER**—Drama
A man murders his sister to obtain money so his son may have an operation on his eyes in "House With Windows" with John Seymour, Wright King, Helen Auerbach, & Katherine Meskill.
7 **CARUSO'S CRONIES**—Musical
Comic opera with the singing lineup from Ray Caruso's theater-restaurant in Chicago.
9 **FRONT PAGE DETECTIVE**
Edmund Lowe as David Chase, newspaperman in "The Murderer Is Anonymous." A number of people have been blasted in Chase's column and one & all set out to get him.

8:30 4 **MAN AGAINST CRIME**—Drama
"The High Ambush." Mike Barnett is lured to a death trap by gangsters seeking bloody revenge.
7 **WRESTLING FROM RAINBO**
Wayne Griffin describes the matches
9 **THROUGH THE CAMERA EYE**
Ernie Simon emcees a photography contest.

9:00 4 **BLUE RIBBON BOUTS**—Boxing
Joe Brown of New Orleans with 45 wins, 12 losses, & 6 draws vs Orlando Zulueta of Havana, Cuba with 53 wins, 7 losses, & 8 draws in a 10 rd. lightweight bout from Baltimore Coliseum; Russ Hodges announces.
5 **THIS IS YOUR LIFE**—Tale
Ralph Edwards is your host
9 **OLD AMERICAN BARN DANCE**
Musical variety film shorts emceed by Bill Bailey with well-known western stars

9:30 5 **CURTAIN TIME**—Drama
A young chemist takes an interest in an amnesia case, & spends a year trying to unchain "The Wife Who Wasn't" (see page A-4). *Sponsored by the Chicagoland Dodge Dealers.*

Apr. 22 Wednesday

9:30 9 LIBERACE SHOW—Musical
A variety of selections is played.

9:45 4 SPORTS SPOT—Review

10:00 4 VIC PERRY—Man On The Street
5 WEATHERMAN—Clint Youle
7 FOREIGN INTRIGUE—Drama
"Troop Train." Robert Cannon changes his travel plans when a chance meeting at an airport exposes an ambitious west German agitator. Jerome Thor is starred.
9 "WINTERSET"
MOVIE—Burgess Meredith, Margo, & John Carradine; what happens after a high minded radical is railroaded to the chair for a crime he did not commit.

10:10 5 DORSEY CONNORS—New Tips
Tips on repairing linoleum.

10:15 4 HARRINGTON ON SPORTS
5 CLIFTON UTLEY & THE NEWS

10:25 4 CHGO. WEATHER—Russ Reed

10:30 4 CHGO. AT NIGHT—Chuck Bill
5 LET'S LOOK AT SPORTS—News
7 THIS IS CHARLES LAUGHTON
Charles Laughton will read "Tom Pinch's Journey" from Dickens' "Martin Chuzzlewitt," and passage on "Trains," from Thomas Wolfe's "Of Time and the River."

10:45 4 OUR SONG—Favorite Tunes
Carolyn Gilbert & Danny O'Neil
5 HERBIE MINTZ SHOW—Musical
7 COMEDY CAMEO—Film Short
"Bashful Ballerina" with Imogene Coca as the ugly duckling in a ballet troupe.

11:00 4 KUP'S TV COLUMN—Chats
Irv Kupcinet reports on Chicago.
5 "MAN WITH TWO LIVES"
MOVIE—A wealthy youth is apparently killed in an auto accident, but an operation restores him to life; Edward Norris.
7 NEWS WITH ULMER TURNER

11:10 7 "X MARKS THE SPOT"
MOVIE—Son of murdered police sergeant sets out to find the killer. Damian O'Flynn, Helen Parrish & Dick Purcell.

11:15 4 11:15 EDITION—Fahey Flynn

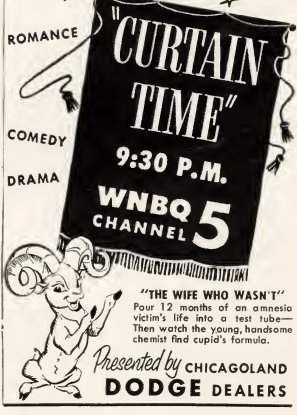
11:30 4 MURDER BEFORE MIDNIGHT
"I Demand Payment" with Jack LaRue; a cornered gunman, fleeing gang vengeance.
9 NEWS—Les Nichols Comments

12:00 4 "SCATTERGOOD MEETS BROADWAY"
MOVIE—Guy Kibbee as Scattergood Baines heads for New York to help a young friend produce a play.

1:30 4 LATE WORLD NEWS

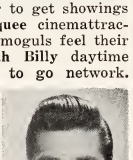
(Stations reserve the right to change above listings without notice)

TV stars in their own right, Tippy and Cobina, two rhesus monkeys who have guest-starred on the major television shows, with their trainers Manuel and Marita Viera, are currently cutting up in the Empire Room of the Palmer House where Kyle MacDonnell, "Miss Television" is starred. Ventriloquist Skeets Minton, the DeMattiazzis and their dancing dolls, the Merriel Abbott Dancers with Bob DeVoye, Betty Lorraine and Claire Leonard are all featured to the music of Emil Coleman's Orchestra. —Adv.


Tonight!
"CURTAIN TIME"
9:30 P.M.
WNBQ CHANNEL 5
ROMANCE
COMEDY
DRAMA
"THE WIFE WHO WASN'T"
Pour 12 months of an amnesia victim's life into a test tube—Then watch the young, handsome chemist find cupid's formula.
Presented by CHICAGOLAND DODGE DEALERS

BACKSTAGE DIARY

THE costly fire that gutted **Bud Hauser's** auto establishment apparently hasn't dulled the spirit of the entrepreneur. Bud has invested a hundred G's more in first run movies, which are beginning to get showings on his **Grand Marquee** cinemattraction. . . WBBM-TV moguls feel their new **Luncheon With Billy** daytime pleaser is a cinch to go network. They're trying to ink the show's stars to a ten month contract.


DESMOND

Channel 7's new feature film package, Interior Decorating, which debuts this Saturday, will try to set a few precedents for movie presentation. Sponsor will use trick commercials as well as bring a top notch guest star into the studio for an interview. **Danny O'Neil**, no regular pitchman, will handle the selling jobs. . . . A TV survey of 500 families by the Glen Ellyn PTA Council found these shows most objectionable for the kiddies: **Howdy Doody, Captain Video, Milton Berle** and **Cowboy Movies**—old and new. . . . Local boy **Johnny Desmond** making TV appearances in Gotham. . . . Our town, which did itself proud in rallying to the cause of various telethons, will get another opportunity when **Jim Moran** emcees a 3½ hour fundraiser April 24. A month later, **Irv Kupcinet** will do the honors on TV for cerebral palsy victims.

Bob & Kay, now chitting their chatter across the river in the Merchandise Mart, are both sane and fully intact after surviving weeks of rumors that their team was being split up. Their channel 5 hookup kicks off this Monday. . . . Watch for the TV star of **Alex Dreier,** one of our town's big talents, to loom large before the year is out.

Thursday Apr. 23

6:45 5 **Town & Farm**-Everett Mitchell

7:00 5 **Today**—News, Reviews

9:00 4 **Arthur Godfrey Time**—Variety
5 **Ding Dong School**—For Kids
9 **Your Figure Ladies**—Fogarty

9:30 5 **Animal Playtime**—Win Stracke
7 **To Be Announced**
9 **Clete Roberts World Report**

9:45 9 **Earl Nightingale Program**

10:00 4 **News At Ten**—Report
5 **Ask Washington**—News Panel
7 **Beulah Karney Presents**—Tips
9 **A To Z Of Cookery**—Recipes
"Green Thumb Party."

10:05 4 **There's One In Every Family**

10:15 4 **Bill Cullen Show**—Musical

10:30 4 **Strike It Rich**—Warren Hull
5 **Mrs. U.S.A.**—Talks
(Or U.N. General Assembly Meeting)
7 **Let's Exercise With Ed Allen**
Slim those hips.

10:50 7 **Your Weather**—Wayne Griffin

10:55 7 **News With Ulmer Turner**

11:00 4 **"European Assignment"**
MOVIE—American ace newspaper reporter is sent to Europe to write about crime & his contact turns out to be a woman; Lionel Murton, Aomela Deeming, & Ivan Craig.
5 **Creative Cookery**—Recipes
Italian pork sausage & pancakes smetana are demonstrated.
7 **Breakfast With D. O'Neil**
9 **Bride & Groom**—John Nelson

11:15 9 **Love Of Life**—Serial Story
Warren Nash's shrewdness definitely seems to fit into the scheme.

11:30 9 **Search For Tomorrow**—Serial
Where is Pati?

11:45 9 **Guiding Light**—Serial Tale
Bill assures Bertha that he & Gloria are only friends.

11:55 7 **News With Ulmer Turner**

12:00 4 **Luncheon With Billy**—Music
Billy Leach is your host
5 **Noontime Comics**—Film & Talk
7 **Happy Pirates**—Kids' Fun
Songs and cartoons to entertain the kiddies, with Two Ton Baker.
9 **Hi Ladies**—Interviews
Guest: Garry Wells, singer.

12:25 4 **Midday News**—Late Report

12:30 4 **Garry Moore Show**—Variety
Ivan Sanderson presents a Tegu lizard, Garry & Durward give their impression of the dialogue that might pass between two people waiting to get in to see the Garry Moore Show.
5 **Bob & Kay Show**—Surprises

WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

12:30 7 **Time For Fun**—Kids' Show
Nick Francis with Bobo, the little wooly dog.

12:45 9 **News Of The Day**—S. Allen

12:55 7 **News With Ulmer Turner**

1:00 4 **Freedom Rings**—Comedy Quiz
John Beal & Alice Ghostly emcee audience participation quiz.

5 **"Celia"**
MOVIE—A man is trying to kill his wife to get her money; Hy Hzell, Bruce Lester, & Joan Hickson.

7 **All About Baby**—Ruth Crowley

9 **Batting Practice**—Creighton

1:10 9 **Lead Off Man**—Vince Lloyd

1:15 7 **"Mark Of Cain"**
MOVIE—A man in love with his brother's wife murders his brother, and places the blame on the girl; Sally Grey and Eric Portman.

1:30 4 **Art Linkletter's House Party**
Relative of a missing person pleads for his return.

9 **Baseball**—Cubs vs Milwaukee
Jack Brickhouse & Harry Creighton announce the game.

2:00 4 **Big Payoff**—Quiz For Men

5 **Break The Bank**—Bud Collyer

2:25 7 **News With Ulmer Turner**

2:30 4 **Eddie Albert Show**—Variety

5 **Welcome Travelers**—Chats

7 **"Crooked Circle"**
MOVIE—Secret society plots the murder of a member of another society, & the job falls to a woman (the only one of the gang); Ben Lyon, Zazu Pitts, James Gleason, & Roscoe Karns.

3:00 4 **Shopping With O'Reilly**
Patrick O'Reilly and Lee Phillip

5 **Kate Smith Hour**—Guest Stars
"The Key" a drama with John Newland, "Cracker Barrel" interview, and Kate & the band in an informal musicale.

3:15 4 **"Whispering Tongues"**
MOVIE—(1st showing) A young man seeking revenge for the suicide of his father sets out to find the evidence against those people who caused his father to take his own life; Malcolm Keen & Jane Walsh.

3:45 9 **Tenth Inning**—Interviews

3:55 7 **News With Ulmer Turner**

4:00 5 **Hawkins Falls**—Serial Story

7 **Lucky 7 Ranch**—Western Film
"Gunsmoke Mesa."

9 **TV Matinee**—Feature Film
"Shadow of the Range."

4:15 5 **Gabby Hayes Show**—Tall Tales

4:30 4 **Garfield Goose & Friend**
It's American Camp Week. Garfield plans to "Send That Boy To Camp."

5 **Howdy Doody Show**—Puppets

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Thursday Apr. 23

	WBBM-TV 4	WNBQ 5	WBKB 7	WGN-TV 9

5:00 4 **Kids Karnival Kwiz**—Games
5 **Elmer, The Elephant**—Antics
7 **Laugh Time**—Film Short
"Charlie Chase" & cartoons.
9 **Time For Beany**—Puppet Fun

5:15 9 **Junior Theater**—Film

5:30 4 **Silhouettes Of The West**—Talks
5 **Industry On Parade**—Film
7 **Adventure Time**—Film Serial
"Hurricane Express" ch. 2
9 **Robert F. Hurleigh**—News

5:45 4 **Chgo. Weather**—Russ Reed
5 **City Where I Live**—Talk
Len O'Connor comments.
9 **Sports Review**—Brickhouse

5:50 4 **Guest Star**—Carmelita Pope
5 **Clifton Utley And The News**

6:00 4 **Sports & Comments**—Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventure
Space freighter is unaware of the danger of the bombardment of "The Black Nebular."

6:10 7 **Jack Drees Sports Show**
Interviews & commentary.

6:15 4 **News With Fahey Flynn**
5 **Short, Short, Drama**—Film

6:25 7 **Your Weather**—Wayne Griffin

6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Dinah visits the undersea worlds. Tunes: "Imagination" & "Will" "The Wish Romance," chorus sings "Minnie The Mermaid".
7 **Lone Ranger**—Western Drama
"The Deserter." A sensitive young man deserts the army and joins a dangerous band of outlaws.
9 **Spencer Allen And The News**

6:45 4 **Jane Froman's U.S.A. Canteen**
Jane opens with "Sitting On Top Of The World," "Daisy Daisy," "Stanley Steamer," "Come Josephine," "The Trolley Song," and "Can't I."
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data

7:00 4 **LIFE WITH LUIGI**—Drama
Trials and tribulations of the little Italian immigrant, with Vito Scotti
5 **GROUCHO MARX SHOW**—Quiz
"You Bet Your Life" quiz contest
7 **RAMAR OF THE JUNGLE**—Film
Jon Hall is featured as a research chemist in "Danger In Disguise"
9 **TV SHOWCASE**—Film Drama

7:30 4 **FOUR STAR PLAYHOUSE**
Charles Boyer as the sea captain who discovers that a time bomb has been planted on his ship.

7:30 5 **TREASURY MEN IN ACTION**
"The Case Of The Cold Trail." A youth with a prison record finds counterfeiting easier than job hunting.
7 **CHANCE OF A LIFETIME**—Acts
Professional talent competes for cash awards & opportunity for stardom. Guest is Nanette Fabray.

8:00 4 **VIDEO THEATER**—Drama
"Long Distance" stars Miriam Hopkins; frenzied wife of a man who is to die in the electric chair uncovers conclusive proof of his innocence and tries desperately to reach the sentencing judge, the only man who can stay the execution.
5 **DRAGNET**—Police Drama
A complaint about the owner of an apartment building who signs leases and then threatens to kill the tenants if they move in.
7 **MOVIE**—Title To Be Announced
9 **TREASURE HUNT**—Advice
Sigmund Rothschild, noted appraiser & art critic, tells whether or not a curio is of any value

8:30 4 **BIG TOWN**—Drama
A police lieutenant, on his way to the penitentiary for killing his wife's lover, makes a sensational escape.
5 **FORD THEATER**—Film Drama
Sally Forrest & Marshall Thomson in "Life Of The Party." Troubles of a young couple when the husband insists on treating all facts of life as big jokes.
9 **"THE CO-SIGNER"**—Film
Jay Novello & Anna Demitrio in tale of an immigrant who runs into trouble when he lends too much of his money to too many people.

9:00 4 **MY LITTLE MARGIE**—Comedy
Margie (Gale Storm) & her father (Charles Farrell) find themselves involved with wrangling "Newlyweds."
5 **MARTIN KANE, PRIVATE EYE**
Martin Kane (Lee Tracy) finds death in the comic strips.
7 **IMPACT**—News And Features
Austin Kiplinger as moderator
9 **"BIRTHDAY OF THE INFANTA"**
Dwarf, captured from his forest home to become the companion of the beautiful young Infanta of Spain, dies of a broken heart when he sees his own reflection.

9:30 4 **BOSTON BLACKIE**—Drama
Smalltime Chinatown lottery promoters have a run-in with the big racketeers trying to crash the lucrative racket & murder results.

Apr. 23 Thursday

9:30 5 **TO BE ANNOUNCED**
7 **QUICK AS A FLASH**—Quiz
Bud Collyer is host to panel of four experts who attempt to guess the identity of a person, place, or event.
9 **RACKET SQUAD**—Drama
"The Big Touch." Two ex cons plan to beat the bookies on race results by an ingenious code on a disc jockey record show.

10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **NEWS**—Austin Kiplinger
9 **"DANGEROUS PASSAGE"**
MOVIE—Fellow arrives from the interior to be advised that an inheritance awaits him in Texas, and aboard the ship home an attempt is made on his life; Robert Lowery & Phyllis Brooks.

10:10 5 **DORSEY CONNORS**—Helps
Make spring cleaning easy.

10:15 4 **HARRINGTON ON SPORTS**
5 **CLIFTON UTLEY & NEWS**
7 **SPORTS NEWS**—Jack Drees

10:25 4 **CHGO. WEATHER**—Russ Reed
7 **WEATHER**—Wayne Griffin

10:30 4 **CHGO. AT NIGHT**—Chuck Bill
5 **LET'S LOOK AT SPORTS**—News
7 **WHAT'S YOUR QUESTION?**
Art Youngquist is answer-man.

10:45 4 **OUR SONG**—Musical
5 **HERBIE MINTZ SHOW**—Musical

11:00 4 **KUP'S TV COLUMN**—Guests
Irv Kupcinet chats with a guest and talks about "our town"
5 **HARNESS RACING**—Maywood
Tom Duggan announces.
7 **NEWS WITH ULMER TURNER**
9 **"TOMORROW WE LIVE"**
MOVIE—Gangster falls in love with a college girl whose brother he has blackmailed into joining his ring; Ricardo Cortez & Jean Parker.

11:10 7 **"HOLLYW'D. STADIUM MYST."**
MOVIE—Fighter is mysteriously murdered just before his bout for the championship; Neil Hamilton, Evelyn Fenable, & Jimmy Wallington.

11:15 4 **11:15 EDITION**—Fahey Flynn

11:30 4 **MURDER BEFORE MIDNIGHT**

12:00 4 **"CHELSEA STORY"**
MOVIE — A British melodrama which depicts a bet between two men that leads to murder; Sidney Tifron.

1:30 4 **LATE WORLD NEWS**

(Stations reserve the right to change above listings without notice)

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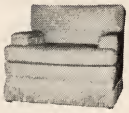

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THE WEEK IN TV SPORTS

(excluding "Powers-rated" bouts)

FRIDAY

1:25 9 Baseball—Sox vs. St. Louis
Jack Brickhouse describes from Comiskey Park

SATURDAY

1:25 9 Baseball—Sox vs. Cleveland
Jack Brickhouse describes from Comiskey Park.

3:00 5 Horse Racing
$30,000 Gotham Stakes, from Jamaica, N. Y., race for 3-year-olds, 1 1/16 mi.
Sam Renick describes color

8:30 9 Wrestling from Marigold
Zack Malkov vs. Milt Olsen; Baron Arena vs. Jerry Woods; Vince Lopez vs. Juan Garcia; Tony Verdi vs. Andre Drapp; Chief Big Heart vs. Killer Kowalski; Bill Melby vs. Bobby Nelson.

SUNDAY

1:25 9 Baseball—Sox vs. Cleveland (2)
Jack Brickhouse describes from Comiskey Park.

MONDAY

8:30 7 Boxing from Rainbo
Chester Mieszala, 23, of Chicago with 22 wins and 5 losses vs. Jimmy "Red" Elby, 23, of Toledo, Ohio, with 40 wins and 9 losses in 8-round middleweight bout. Jack Drees announces.

TUESDAY

11:00 5 Harness Racing from Maywood Park
Tom Duggan announces

WEDNESDAY

1:25 9 Baseball—Cubs vs. Milwaukee
Jack Brickhouse describes from Wrigley Field.

8:30 7 Wrestling from Rainbo
Rito Romero vs. Danny Savich (on film) Wayne Griffin announces.

THURSDAY

1:25 9 Baseball—Cubs vs. Milwaukee
Jack Brickhouse describes from Wrigley Field.

11:00 5 Harness Racing from Maywood Park.
Tom Duggan announces.

DO YOU KNOW THE STARS?

Answers to quiz on page A-11.

1. c 2. b 3. a 4. d 5. b
6: a-x; b-z; c-w; d-v; e-y

Score 10 points for each correct answer. Here's how you rate: 80-100, superior; 60-80, excellent; 40-60, good; 30 and under, Prescription: strong dose of TV.

JIMMY POWERS

Rates the Boxers

THIS WEEK'S NETWORK FIGHTS

(Subject to change. Champions are not rated. No. 1 in each division is top contender for title.)

GERALD DREYER VS. TONY TEX GONZALES, Welterweights; Friday, April 17, WNBQ (channel 5) 9:00 p.m.

Dreyer is rated 10th; Gonzales has no rating. Dreyer was recently crowned British Empire welterweight champ and was the 1948 Olympic champ. His English boxing style should be too much for Gonzales. Gonzales is the former Golden Gloves champ from Orange, New Jersey. Dreyer's home is in South Africa. Dreyer is strongly favored.

JOEY GIAMBRA VS. DANNY WOMBER, Middleweights, Saturday, April 18, WBKB (channel 7) 8:00 p.m.

Giambra is rated 8th; Womber is rated 14th. This is a rematch. Giambra won the last time out, January 26th on a decision. Giambra, very popular in Buffalo, can change his style very easily to meet his opponent. Womber is a journeyman fighter who beat the best in his division in Europe. Though he is from Chicago, he made a reputation in Europe as a sparring partner for Ray Robinson. Giambra is favored in this bout.

GARTH PANTER VS. TUZO "KID" PORTUGUEZ, Middleweights, from Brooklyn.

Panter is rated 13th; Portuguez is rated 12th. This looks like a toss-up. Panter, only 22 years old, lost a very close one to Bobo Olsen last March 16. Portuguez, the Central American Middleweight champ from Costa Rica, had Johnny Bratton on the verge of a KO. Bratton came back the next round and knocked him out. But Portuguez holds victories over Paddy Young, Bobby Mann, Beau Jack, and Gene Burton.

ORLANDO ZULUDTA VS. JOEY BROWN, Lightweights, Wednesday, April 22, WBBM-TV (channel 4) 9:00 p.m.

Zuludta is rated 3rd; Brown is rated 13th. Zuludta is a hot-and-cold performer. He could be a lightweight champ but he freezes when the chips are down. Brown is a tall lean boxer with a wonderful jab. Zuludta is coming too fast and should take Brown.

Zuludta, a Baltimore lad, is a stablemate of Johnny Bratton and Randy Sandy. Their manager, Hymie Wolman, also has another business—he's a mink coat designer.

ROSIN DUST—The Featherweight division received a shot in the arm with the wins of Corky Gonzales and Dave Gallardo. Both looked impressive on TV. Gallardo is managed and trained by former Featherweight champion Chalky Wright. Chalky won his crown in Washington, D. C., where Gallardo had his first big TV triumph.

On April 24 on Cavalcade of Sports, Lightweight champ Jimmy Carter defends in Boston against Tom Collins, the sensational young pride of Boston. Tommy Harrison of Los Angeles meets Wes Bascom of St. Louis on ABC, Saturday night show April 25. It's a return bout for these Light-Heavies. Harrison won their first contest.

SPORTSCAST

by ED PAZDUR

CLUTCHING an autograph book, one Chicago fan exclaimed: "Gee, they're all a bunch of regular guys. All good Joes!" . . . That was the consensus of opinion of Chicago talent at *TV Guide's* first annual Celebrity Bowling Tournament last week. . . . Its success was due in large measure to the continued support given *TV Guide* by Windy City celebrities. Many picked up a bowling ball for the first time in years.

We are particularly grateful to **Ed Sullivan,** CBS-TV star of "Toast Of The Town," who flew into town to emcee the festivities; to **Vince Lloyd,** popular WGN-TV sportscaster who knitted the telecast (channel 9, 7:15 to 8 p.m.) into an exciting show.

And to the dozens of celebrities who dignified our tournament. Such stars as **Mary Hartline, Bob Elson, Linn Burton, Ernie Simon, Francois Pope** (with sons **Bob & Frank**), **Peggy Taylor, Jack Eigen, Studs Terkel, Carmelita Pope, Jim Hurlbut, Angel Casey, Wayne Griffin, Danny O'Neil, Bill Evans, Russ Reed, Paul Fogarty, Jean Youle, Scampy Patton, Nick Francis, Chet Roble, Vic Perry, John Zenker, Bill O'Connor, Mal Bellairs, Jim Lounsbury, Art Hellyer, Bud Campbell, Topper, Ed Allen, Ken Nordine, Gus Chan, Leo Fischer, Paul Krumske, Lonny Lunde, Al Turner, Bill Leonard, Sig Sakowicz, Morrie Mages, Fred** and **Sid Fohrman, Jim Butz, Ed Allen,** and many more.

A special note of thanks to **Jim Moran** who graciously left his "Courtesy Hour" rehearsals to favor us with an appearance. Ditto to **Beulah Karney, Bill Powers, Joe Wilson, Irv Kupcinet, Tony** and **Dorothy Weitzel, Herbie Mintz** (who later bowled), **Dorsey Connors** and **Carolyn Gilbert.**

We are equally grateful to: **Bud Hauser,** who serviced us with five new Nashes to shuttle talent to and from their shows in spite of the recent tragic fire at his 3737 W. Lawrence showrooms. . . . To the **Pepsi-Cola Co.** for the cold drinks; to **Meister Brau** for not only the cold beer but sponsorship of the unprecedented Channel 9 telecast; to **Stewarts** for the delicious hot coffee; to **Oscar Mayer** for the tasty sandwiches; to **Jack Shannon** of Kenyon & Eckhardt advertising agency and the **Ford Motor Company** for the shiny, new **Lincoln** used as **Sullivan's** courtesy car, to **Sam Weinstein** who handled the commentary on WGN-TV, and to **Sabie** for those gorgeous models.

And we saved our last note of appreciation for **Charlie Trueter,** the amiable and courteous director of the **American Bowling Congress.** Without Charlie's patient assistance, the tournament would not have been possible. . . . Don't miss *TV Guide's* picture story next week.

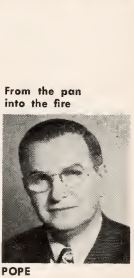
From pars to spares

O'NEIL

A break in between rehearsals

MORAN

From the pan into the fire



POPE

This time you be the judge! Keep score with **Jack Drees** and **Ed Pazdur** every Monday, WENR-TV, 9:00 p.m., on **Pontiac's Boxing From Rainbo** show.

NAME	1	2	3	4	5	6	7	8	TOTAL

To the victor belongs the loot. Here, Howard and Angel (right) reward Champ Martha Becker of Des Plaines. Martha's problem: how to tote it home.

Here's the final test: the champs' course, designed for kids who have survived their preliminary training stunts.

HAIL THE CHAMP

Pandemonium, Unlimited

Howard puts two contestants through the paces of a cream-pie stunt. Messy, isn't it?

SATURDAY is Kids' Day according to American tradition. That's the time youngsters break loose from schoolroom shackles and rigid home behavior rules and stampede like a herd of wild elephants to movies, sandlot baseball games, bicycle hikes.

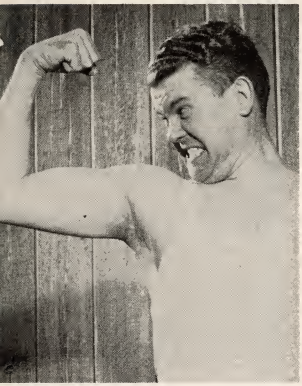
For many, however, a TV show called "Hail the Champ" is perhaps the most thorough way to uncork the younger set's bottled-up energy. Watch it some Saturday morning. It's the best chance to view pandemonium from a safe distance.

The show, a junior-grade "Beat The Clock," thrives on noise. Yet, the contestants are the most quiet of the lot—probably because each stunt demands full concentration. But the audience makes up for it with a juvenile brand of bedlam which consists of wildly-flailing arms, hoarse-throated cheers, jack-in-the-box jumping motions and inspired bursts of applause.

Competitive Stunts

There's no limit to noise. And the kids love their freedom! The happiest

Muscle-man Howie Roberts shows why he was chosen "Hail The Champ's" head coach.



ones, of course, are those picked for the competitive stunts. The program features three contests with two contestants apiece and the crown-winning stunt, a "champ's course." Contestants, chosen from the audience after each performance for the next show, are put through mental and physical "tortures" that might have been adapted from the army's training program. There's one stunt that has two boys perched on an elevated platform. The object is to jump down into a pile of hay, find needles hidden there, jump back onto the platform and puncture some gas balloons. Another has two boys in Indian costume chasing each other in snowshoes and grabbing for each other's scalps.

Rigorous Test

The champ's course is identical for each show. Youngsters must crawl through a tunnel, trip an automatic springboard, crawl down the platform, jump through an inner-tube, duck in a pail of water to remove a rubber ball without using their hands, put the ball into a cup, and return through the same route. The second time around, they try to break a balloon by tossing darts from a 20-foot distance. Sound rigorous? Most adults look at the scampering youngsters and sigh, "I used to do that when I was in condition."

Adult "Champs"

The program has its adult "champs," too—head coach Howard Roberts and his blonde assistant, Angel Casey. Howard, who came to "Hail The Champ" after 12 years of radio announcing, replaced Herb Allen, now on the West coast. A husky six-footer, Howard followed in the footsteps of brother Ed, who is familiar to Chicago radio-TV fans as one of the top commercial announcers in these parts. The Roberts brothers grew up in Wisconsin where Howard won state forensic titles but skipped law school to concentrate on a radio career (at brother Ed's advice). Howard's specialty for a while was in the disc-jockey field, where he emceed such shows as "Roberts At Random," "Make-Believe Ballroom" and "The Brothers Roberts Show."

Although a newcomer to TV, Howard is no amateur with kids. He's had practical experience training his seven-year-old son, Tom.

Big Loot, Too

To cheerleader Angel falls the most pleasant task—distributing prizes to wide-eyed winners. A former stock company actress, soap opera regular, dancer, singer and teacher, she gave this all up to pass out bikes, short-wave radios, wristwatches, archery sets, basketballs, games, books. And candy. Lots of candy. To every youngster in the audience (courtesy of the sponsor). All of which makes Angel a sort of female Santa Claus and makes Christmas seem almost petty when compared to "Hail The Champ" gift-time.

Now a network production, "Hail The Champ" might give us doddering adults a growing-old complex. But here's a sure thing: Bet those kids could never beat us at a rousing game of gin-rummy!

"Hail The Champ" is seen alternate Saturdays at 10:30 a.m. on WBKB (channel 7).

Boys and girls, looks like John Conrad is having a pleasant little chat with his charge, Elmer The Elephant. You've probably seen lots of animals on TV, but I'll bet this is one of the largest—and most talented. John even admits sometimes he wonders "who's educating whom." You can see Elmer and his master at 5 p.m. Mon. through Fri. on WNBQ (channel 5).

THIS WEEK'S CONTEST: How many circus animals can you name that have been on TV? For the longest list, I'll award $1; second, 50 cents; next 15, 25 cents each. Send your lists to Uncle Herbie, % *TV Guide*, 185 N. Wabash Ave., Chicago 1, Ill., before Sunday, April 26.

Here are my March 15 winners:

Sandy Sue Berry, Gary, Ind; Joanne Brittle, Chicaga; Georgia Carsan, River Grave, Ill; Pat Castigan, Kenasha, Wis; Judith Danahue, Chicaga; Betsy Dunne, Park Forest, Ill; Florence Edwards, Chicaga; Judith Ellis, Lawell, Mich; Mareen English, Chicaga; Sandra Heisner, Joliet, Ill; Nancy Jacabsan, Racine, Wis; Jahn Jahrling, Chicaga; Jahn Patrick McGawan, Chicaga; Danna Reynalds, Chicaga; Janet Schmitz, Sandwich, Ill; Sandra Streza, Whiting, Ind; Sharon Ziemba, Chicaga.

MOLLYCUES

by MOLLY POTKIN COPYRIGHT 1953

Can you tell us what TV show this puzzle stands for? It's one of WGN-TV's (channel 9) programs in their children's lineup. Send us your solutions along with a picture you drew of the main character.

Mail your entries to Mollycues, % *TV Guide*, 185 N. Wabash Ave., Chicago 1, Ill., before Monday, April 27. First prize is $1; second prize, 50 cents; next 25 prizes, a copy of Molly's picture puzzle book. Solution will appear here next week.

Last week's answer: "Have you ever seen DING DONG SCHOOL? It is a very good program."

March 14th Mollycue Winners:

Karin Andersen, Flassmaar, Ill; Ellen Sue Banser, Crawn Paint, Ind; Kathy Bell, Winnetka, Ill; Curtis Charles Cavert, Jr., Raund Lake, Ill; James Collins, Gary, Ind; Susan Davis, Chicaga; Nichalas Falagaria, Chicaga; Rita Garrett, Chicago; Karen Gundel, Chicaga; Kay Lynn Hades, Chicaga; Jaan

Haaper, Sauth Haven, Mich; Darlene Hawe, Valparaisa, Ind; Janice Kach, Rolling Prairie, Ind; George Kazala, Chicaga; Mary Sue Kurth, Chicaga; Helen Kurzeja, Chicaga; Linda Lee Levey, Chicaga; Anne Lipawski, Elmwaad Park, Ill; Richard Mahaney, South Bend 14, Ind; Paul Malarik, Jr., Hammand, Ind; Deanna Schaack, Chicaga; Caral Tufteland, LaParte, Ind; Mary Vasquez, East Chicaga, Ind; Judy Ware, Chicago; Elaine Weinstein, Chicaga; Jaanne Wildermuth, Dwight, Ill; Linda Wilsan, Joliet, Ill.

Dig Those Swell Commercials

by JACK MABLEY

I Love Lucy will feel the competition of Eye Witness, the new Robert Montgomery opus which has gone into the 8 o'clock Monday night spot on NBC.

The first show could be called a half-hour version of Robert Montgomery Presents. It was a tightly written, well-acted psychological thriller about a battle of minds between a former Nazi physician and a patient he supposedly had cured of schizophrenia. The show was live, which makes it 50 per cent more realistic than film.

Watching it for half an hour was the intellectual equivalent of reading a whodunit. Eye Witness should become a permanent fixture on television.

* * *

A source of material for several of Ed Sullivan's recent shows has been the Broadway theater. We were particularly enchanted by a couple of bits from a musical which closed after a modest run in New York. I don't know what shortcomings the show had, but the two segments seen on television were terrific. Sullivan can't give us too much of those musicals.

* * *

The average viewer spends about 110 hours a year watching commercials. Consequently we are not above reviewing them.

Arthur Godfrey has the most palatable commercials on the air with his Talent Scouts. Godfrey is a fairly enchanting individual to his audience, and the entertainment doesn't stop when he begins talking about chicken soup and his difficulties in finding the chicken in it.

The Kraft commercials are among the favorites in our house, if you can apply that adjective to commercials. They're simple, graphic, and low pressure, and have resulted in some pretty good dishes in our kitchen. Scott Music Hall, just preceding Kraft theater, has an almost identical advertising technique.

The automobile commercials usually are interesting. The movies on Dinah Shore's show are short attention getters. Ed Sullivan uses good auto movies, which I might enjoy more without Sullivan.

If you're looking for a used car, the long commercials on the local feature movies often are of greater interest than the movie. If you don't want a car, they're long enough to finish the dishes, wash, or walk the dog. I've been guessing used car prices before they flash on the screen since the days when I used to watch wrestling. (Centuries ago, it seems.)

Roy K. Marshall's auto commercials are not only easy to take, they're downright educational sometimes. Mr. Wizard's advertising is so smooth that many don't even recognize them as commercials. That's about the highest tribute you can make.

And then there are the unspeakable pitchmen, the fantastic claims of the cigarette merchants, the body odor boys, and the movie stars and their watches. The well organized viewer can stay even with the book-of-the-month just by making good use of the time occupied by obnoxious commercials.

The opinions expressed by Mr. Mabley are not necessarily those of TV GUIDE.

Open Daily 4 to 4—Sunday 2:30 to 4

LINN BURTON'S

PEGGY SABEL'S

STEAK HOUSE

● Varied Dinners ● Steaks - Chops Charcoal Broiled
● Delicious Lobster Tail & French Fried Shrimp

744 N. Rush ● For Reservations DElaware 7-5930

DON D'ARCY—Astonishing Analyzer
In Person—NORM SHERR—NBC-CBS Pianist
In Person—JANIE O'BRIEN—Cute, dynomic

DEAR BOSS:

Jim Moran is going to have to look to his golden tresses—he's gotta real rival at last!

The Angel of Broadway, The Bros. Sabaini and Sam of Sandra have all smiled their winningest through the years but up till recently Jim Moran of the gorgeous ringlets has stood alone as the Ladies Choice in every Used Car Dealer Beauty Contest.

Then, just a few short weeks ago, a dashing Lothario with wavy black hair, dimples and a boyish smile began popping on screen Friday nights right after Courteous Jim faded from view. This handsome, young Romeo Homeo Sapiens is M.C. of the 11th Hour Theater on WNBQ and—get this, girls—his name is John LOVE. Of course he sells Mercurys instead of Hudsons. "But why not," my starry-eyed frau asks, "wasn't Mercury a Greek god too?"

Back when Abe Burrows was on that panel show that Robert Q. Lewis masterminds, I wrote something unpleasant about Abe's smarty antics. Since Abe has retired to his burrow and Jerry Lester leered into view as his replacement I'd certainly like to say the same thing about Jerry. Trouble is, I can't locate that old column to see what I called Abe. But, no matter. The Name's the Same, I'm sure.

Incidentally, the same panel show includes the loveliest and smartest of all female panelists—Joan Alexander the Great. I caught her the same night another panel show called Wisdom of the Ages featured my old pal Windy Barrie as an answer antagonist. She was pinch-hitting, they said. I say the more temporary her appearance the wiser the wisdom of the ages. CHUB

LETTERS

(continued from page A-3)

Sonja Henie's show from Los Angeles was one of the most delightful TV shows I've seen in a long time.

Chicago, Ill. **MRS. H. E. S.**

Chub McCarthy really hit the nail on the head in describing Arthur Godfrey's morning TV-radio show. . . That routine gets pretty sickening, so it wasn't hard to let Ding Dong School and Animal Fun win out.

Kankakee, Ill. **MRS. S. J. LEEK**

I'd like to express my viewpoint of the sacrilegious treatment of "Jubilee" by Johnnie Ray. . . I don't believe Johnnie meant to make it into comedy. He tried only to let everyone enjoy it. It was like the "old time religion" and judging by today's world conditions . . . the old time religion was the best.

Kentland, Indiana **MRS. DALE KNOCKEL**

. . . I cannot understand how a man such as Marlin Perkins who seems to be so fond of animals, does not provide them with larger living spaces. I do not enjoy visiting the lions' house at the Lincoln Zoo as I cannot help but feel sorry for the beasts in their tiny cages. It seems to me that Lincoln Park is large enough so that the zoo could be built up in the same fashion as the Vincennes Zoo in Paris where visitors may enjoy seeing their animals in their wild life. Just putting in "a squawk for the animals."

. . . Since I drive a dry cleaning truck and make many contacts with people in their homes, I have made a survey of the three most disgusting faces on TV. 1. Marty Fay 2. Vin Gottschalk 3. Linn Burton. . . .

Westmont, Ill. **HARRY ZOLOTAR**

Can't stop watching "What's My Line" (I tried). But how much longer must we suffer through that awful Dorothy Kilgallen? If she must appear and you'll never know how I wish she wouldn't, then why can't she come on uninformed as do the other stars. Is she so stupid she can't match wits with a truly wonderful cast? The idea of the show is for public entertainment, not a well informed recital by Kilgallen.

Chicago, Ill. **RUBY E. FOLEY**

"Get this BEAUTIFUL 9 pc. CUTLERY SET FREE!"

This 9 piece, stainless steel, hollow ground, cutlery set can be yours — free — with only one 2 year subscription to TV GUIDE (for new subscriptions or extensions at the $9.00 rate). Out of town orders shipped without charge. Or, you may pick up your set at any one of three great Klein's Sporting Goods Stores listed below.

Klein's Sporting Goods Stores

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Send me a certificate which I will present at one of the KLEIN'S SPORTING GOODS STORES to receive a 9 piece cutlery set. (Out of town orders shipped on request.) 4—17

Premiere

ABC ALBUM

A DYNAMIC NEW DRAMATIC SERIES

presents

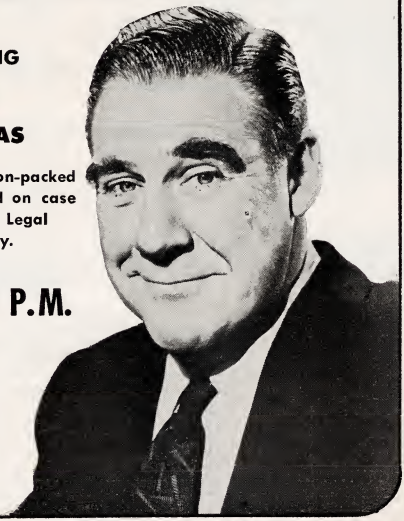
"JUSTICE"

STARRING

PAUL

DOUGLAS

An unusual, tension-packed melodrama based on case histories of the Legal Aid Society.



SUNDAY-7 P.M.

WBKB
Channel 7
ABC TELEVISION NETWORK

Reviews

PROGRAM OF THE WEEK

VICTORY AT SEA

VICTORY AT SEA, NBC's dramatic film series portraying U. S. and Allied naval operations during the Second World War, represents TV at its best. Culled from more than 60,000,000 feet of film, including much captured from the enemy, the weekly half-hour program demonstrates forcefully TV's impact as an educational and information medium.

In reprising events of the war, *Victory* has the scope, action and drama of history itself. NBC spent more than $500,000 on the project, commissioning top talent for the production. Richard Rodgers, Pulitzer Prize-winning composer, created a special musical score, played by the NBC Symphony Orchestra under Robert Russell Bennett. A special unit supervised by Henry Salomon worked two years selecting and editing the film. The commentary, by Leonard Graves, is to the point.

In its documentary form, *Victory* is akin to the telefilm version of President Eisenhower's *Crusade in Europe*, which is still being televised around the country.

Much of the show's success is due to the way Salomon and his crew have edited the film for TV, rather than using TV merely to screen it. The edition on Pearl Harbor, based mainly on captured Japanese footage, for example, is almost hypnotic in power. The episodes on Guadalcanal, the Battle of Leyte Gulf and others are similarly standout.

This is undoubtedly one TV program which can be repeated year after year. It should also find its niche in the schoolroom and in Navy training. NBC is reported now preparing a feature movie on *Victory*, which may soon be in your neighborhood theater.

See it Now

Edward R. Murrow

WHEN Edward R. Murrow launched his *See It Now* program, he set forth the credo that, despite TV's superiority as a mass communications medium, he would never abuse the opportunities it afforded. In adhering to that promise of impartial and objective reporting, he has also injected sufficient warmth and human interest into his show to make it a pace setter for all other TV news commentary programs. (CBS, Sunday)

Since his is only a once-weekly program, Murrow steers clear of any attempt to present a straight news roundup. Instead, his show represents more an analysis of the news, most often hinging on off-beat angles which have received little mention in the press.

Thus, in covering President Eisenhower's inauguration, Murrow interviewed Washington taxi-drivers, cleaning women and others, for their reactions "After the Ball." And in covering the Communists' most recent offer to exchange war prisoners in Korea, he screened films he had taken during his Christmas trip to the battle area.

He Seeks New Paths

Coupled with such stories, Murrow has strode off on new paths of TV news coverage with special programs. His presentation on the filming of Samuel Goldwyn's "Hans Christian Anderson," for example, served as the introduction for the new love affair between the TV and film industries.

His hour-long show depicting how American GI's in Korea were spending Christmas was a masterpiece of its kind. And such stories as a then-and-now presentation of new dust-bowl dangers in the Nation's Midwest help viewers obtain a better background of the world in which they live.

Murrow has assumed almost a glamor-boy status among TV's newscasters with his handsome mien, suave dress and smooth voice. Above all, he hasn't let humor escape the show, as evidenced by the time and effort he devoted to presenting the antics of an American Legion drum-and-bugle corps from a Southern city which had complained about being deleted from CBS inauguration coverage.

CAPSULE CRITIQUES

INFORMATIVE, entertaining, but sometimes a confused discussion of new books, *Author Meets The Critics* (DuMont) often sparks an evening of televiewing. The author of the book, together with a "defense" and "prosecuting" witness, is brought before the camera by Virgilia Peterson, an able and literate moderator.

JANE FROMAN has found a good peg on which to hang her top-notch song styling; it is the *USA Canteen* (CBS). The servicemen's motif offers a good public service and, largely because of Miss Froman's ability, makes the production one of TV's better 15-minute musicals. Miss Froman's efforts are backed by a superior singing and dancing chorus.—*R. S.*

the week in TV

A Boeing Stratocruiser is now being specially equipped to do a job for CBS-TV in speeding films of the Coronation to your TV screens. The plane will be a flying darkroom, developing motion pictures of highlights of the event while en route to the U. S.

•

Eve Arden planning to bring home a new addition to the family when she returns from Europe this fall. She'll be looking for a war orphan to take into her home—in a family where there already are two adopted girls.

•

All of the Robert Q. Lewis contracts contain a "Godfrey clause" which gives the comedian the right to cancel when necessary to pinch-hit for Arthur.

•

A bill making it illegal to have a TV screen in the front part of a car or truck was signed this week by Oregon's Governor Patterson.

•

The hassle at the Congressional hearings on color-TV is proceeding apace. New field tests to determine the best color system are being set up—which is where all of us came in a couple of years ago.

•

Contracts and cancellations: Eddie Cantor's contract with NBC calls for his services through June, 1954. Don McNeill's *Breakfast Club* due back on TV in the Fall. Jackie Gleason to head for Hollywood to star in a film after his contracted TV chores are completed.

•

Ralph Bellamy, who played a detective on Broadway and is a private detective on his TV show, is now reading a script for a new play in which he's cast as a patrolman. Says Bellamy: "If the demotions keep up, I'll end up as a Junior G-Man!"

•

First regular use of TV in the banking field has begun with New York savings bank tellers using industrial TV receivers to identify signatures and speed savings account information from master file rooms.

FINE TUNING

By OLLIE CRAWFORD

Government lifts ban on color television sets. Now the movies are worrying about 3-D and television about Tri-Dye.

•

Everybody has different ideas about color on TV, including Junior with his new paint set.

•

One fellow thought he had color TV, but it turned out to be Truman's sport shirts in the Bendix. He can't see any rush for color TV, because Veeck can't even find a place for the Browns. This boy is in no rush for color because his present set can get Ben Blue, Red Buttons and Kukla, Tan and Olive.

He's beginning to think color TV is just a pigment of his imagination.

•

It may be a long time before TV lands on easel street. The only color the network executives see eye-to-eye on is bloodshot. There's such a battle, the first colors they're likely to develop are black-and-blue. One network claims it needs color for Studio Wan.

•

Color might help that big Government sales program—Treasury Men in Auction.

•

Uncle Sam takes your green, leaves you in the red and feeling blue. Then he says you can have color television.

The Girl in the Bull's-Eye

Stagehand pulls string to drop panel in the bull's-eye.

Dorothy Collins' Success Key: Listen For Opportunity's Knock

DOROTHY Collins is now riding the crest of success and she did it all without one use of the "go-getter" formula.

"The only time I ever really tried for anything," the demure blonde star of *Hit Parade* and the Lucky Strike commercials said, "I didn't get it."

It was about the darkest hour for the 26-year-old singer who is now one of America's best-known women. The Raymond Scott Quintet, with which she had been a featured vocalist in Detroit, had disbanded. Scott had come on to New York to direct the *Hit Parade* orchestra, succeeding his brother, the late Mark Warnow. Dorothy was at loose ends.

"I auditioned for a job in one of the New York night clubs," Dorothy said ruefully. "It was the first and only time I ever went after a job. And I didn't get it.

"I just didn't know what I was doing. They didn't want me. They wanted someone like . . . well, like Marilyn Monroe or perhaps Jane Russell."

But in two weeks from that dark day, she had landed one of television's most coveted jobs, without ever dreaming it was possible.

"Raymond had been commissioned to write a jingle for the Lucky Strike people," she related. "He asked me if I would sing the words on the sample recording he was making. My name wasn't mentioned. It was just a way of getting the lyrics across."

This was the first of the new jingles for the cigaret firm and the basis for the idea of staging commercials with all the trappings of a musical comedy.

But the agency people liked that anonymous voice as well as they did the jingle. They signed Dorothy Collins to introduce it. When *Hit Parade* was introduced on TV in the summer of 1950, she was featured in the carefully staged commercials.

Her winsome charm caught the fancy of TV audiences across the nation and she was moved up almost immediately

Bull's-Eye

to be one of the *Hit Parade* principals, along with Snooky Lanson and Eileen Wilson.

Dorothy's recipe for success is now this simple: "Just be around when lightning strikes."

Interviewed in the brain factory of Batten, Barton, Durstine and Osborn, which handles the American Tobacco Co. account, Dorothy proved as sincere and unaffected as when she was plain Marjorie Chandler back in her native Windsor, Ont.

She is still able to giggle on occasion and to say, after revealing that she likes to do "sad love songs" best:

"It's the first chance I've had to do dramatics. I guess it's gone to my head."

Has Mobile Face

Dorothy is gifted along this line with an exceedingly mobile face. Someone has estimated that she uses 47 changes of expression in a 35-second commercial.

"Dorothy," one ad executive said admiringly, "does everything but wiggle her ears."

This involves hard work. Dorothy works out the expressions as carefully as a choreographer arranging a dance.

"The things we strive for are naturalness and sincerity," Dorothy says, "and that's not easy when you're giving a performance."

Makes Film Versions

She learns each routine until it becomes automatic, so that she can do it without a thought. "With all the things going on in the studio during the commercial," Dorothy explains, "you'd never be able to do it, if you had to think about it. I like to know it so well that I can be thinking of a thousand other things and it just pours out by itself."

She now makes film versions of the commercials which are used on *Robert Montgomery Presents,* in addition to the one or two live spots on *Hit Parade.*

Her career has braced her for surprises. She sang first at 12 in a Windsor theater contest. She sounded a lot like Judy Garland and won first prize. A Detroit radio station invited her to sing on its children's hour. When she was outgrowing that, Raymond Scott came along and invited her to sing with his Quintet. Then TV came along and invited her to be one of its stars.

She changed her name from Marjorie to Dorothy at the outset of her career. "Dorothy was my sister's name and I like it." Then she changed her last

Dorothy's Longest 25 Seconds

This was Dorothy Collins' worst moment on television. She was to do a live commercial from New York at the end of the Jack Benny show from Hollywood. She learned two versions—a 35-second spot and a one-minute commercial. And she knew them perfectly.

The director ordered the short version. At the last second, the Benny show closed early and the director yelled: "The long one."

"I did the short one," Dorothy recalls, "then stood looking at the camera for the longest 25 seconds in television."

name to Collins because this made two Dorothy Chandlers in the family "and it got to be confusing."

Her crowning success was the Dorothy Collins blouse, and she made that score, too, in her approved indirect method.

Some Movie Offers

She hasn't many ambitions beyond her present *Hit Parade* contract, although she has some Hollywood offers. At the moment she's concentrating on furnishing her new Babylon, L. I., home.

Married last summer to Raymond Scott, she is still happy and thrilled with homemaking. It's a big house and they're trying to furnish it with individual early American pieces.

"It's really three houses in one," Dorothy explained. The man who built it moored his yacht there and he started with a garage, kitchen and bathroom.

"Then he built a house onto that, so the outside wall of the first building is the inside wall of the second. Then he built a third house and tied them all together."

Works on Records

But as far as Dorothy is concerned, be it ever so rambling there's no place like home. She hopes to do something with phonograph records, but she plans to do it all within her four (or is it 12?) walls.

A few years ago, Scott bought record-manufacturing equipment to put out his own line of master works. The venture failed, but the equipment remains.

"Now," Dorothy says, "we'll make our own records at home and offer them to the Decca people."

It's a nice way to work, and it may very well click. After all, things like that happen to Dorothy Collins.

Artist's conception of General Service lot.

Fun Factory:

TELEVISION COMICS LABOR WHERE MOVIE STARS REIGNED

Eve Arden, Gale Gordon ready for "take."

BUMPER crops of television's favorite comic shows are now pouring out of the General Service Studios' sound stages at 1041 N. Las Palmas Ave., in Hollywood, where glamorous stars of the motion picture world once performed.

On its eight stages, soon to be expanded to 11, one of your favorite comedy shows probably is being produced. The list includes *I Love Lucy, Private Secretary, Adventures of Ozzie*

Joan Davis checks lines while "off-camera."

and Harriet, the *Burns and Allen Show*, *I Married Joan*, and *Our Miss Brooks*. Some non-comedies also are made there, like *Cavalcade of America* episodes.

These same stages, spread over 7½ acres, once turned out motion picture hits, notably Jean Harlow in *Hell's Angels*, and starring vehicles for Hedy Lamarr, Barbara Stanwyck, Vivien Leigh and Joan Bennett. The Marx Brothers made *Night in Casablanca* here and James Cagney did *Time of Your Life*. Some of the United Artists' biggest hits originated at this site.

The four Nasser brothers—James, Henry, George and Ted—took it over in 1946. They had hard times, almost folding up in 1950, but then TV shows began to click and income soared.

Now it's being billed as Hollywood's leading "Fun Factory" for the production of television films.

For a property that came close to being converted into a parking lot when the Nasser brothers were having financial troubles, it's a record comeback. This sector of Hollywood has really welcomed TV with open arms.

Ozzie and Harriet Nelson confer with son.

Ann Sothern on set for *Private Secretary*.

◀ Setting camera for Desi Arnaz.

SPORTS

Red Smith

"Out . . ."—*Macbeth*, Act V, Scene 1

WHEN the Giants were converting an airfield into a baseball training camp in Sanford, Fla., the half-completed base was used as a school for rookie umpires. One day John Lombert, who was directing construction of the playing fields, spied from an upstairs barracks window upon the student body at classwork.

A bag had been set down on an unmarked plain to represent first base. As phantom runners raced for the bag and non-existent infielders hurled and caught an imaginary ball, the scholars practiced calling decisions. A student would crouch tensely over the bag, wait one portentous moment then straighten to full height, brandishing a thumb aloft with a sweeping, full-arm gesture.

"He's out—" each bellowed in turn. "He's out—He's out—He's out—"

No One Ever Safe

Mr. Lombert watched and waited. At last he cupped has hands and shouted.

"Hey—don't you bums ever call *anybody* safe?"

Mr. Lombert did not appreciate the importance of this laboratory work. He thought the apprentice umpires were supposed to be sharpening their judgment. Actually, they were concerned with something much more vital to their trade. They were rehearsing for starring roles on television.

Of all the capital crimes for which the inventors of the cathode ray tube must some day answer, possibly the most grievous is the part they have played in bringing out the ham latent in umpires. Now that a new baseball season has begun, the blue-clad Barrymores are with us again.

There was a time when a man could qualify as an umpire if he possessed integrity, keen eyesight, sound judgment, an understanding of the rules, a degree of physical agility, courage, some discretion in the exercise of authority, and a skull thick enough to bear the impact of an occasional pop bottle.

Today these qualities are as nothing unless he is also gifted with stage presence. Aware that the television camera's all-seeing eye is upon them, umpires no longer simply call balls and strikes. They render decisions.

Aura of Grandeur

They move in an aura of conscious grandeur. They are imperious, majestic. The simple fact that a pitch went through the strike zone or a runner has been retired at second is announced with gestures that must set Francois Delsarte spinning in his grave.

"I never called one wrong," the late Bill Klem testified, and when player or manager rushed up to contradict him, Mr. Klem would scratch a mark on the earth with his shoe. One step across that line sent the trespasser off the premises, and the game would go briskly forward.

Today, a small difference of opinion calls forth a performance worthy of Booth—and I mean John Wilkes. Assuming his stance in dead center of the camera's focus, the umpire swells with wrath like an affronted blowfish. Kingly scorn darkens his brow. His eyes flash.

"I am Sir Oracle" he declaims, "And when I open my lips, let no dog bark—(that's Shakespeare, ya bum ya—'The Merchant of Venice,' Act 1, Scene 1)."

TV RECIPE

By JOSEPHINE McCARTHY
(NBC Cooking Expert)

I get many requests for recipes which I demonstrate on TV. I should say that about ten top the list as viewers' favorites. Duckling pie with biscuit crust is one of the ten:

1 Long Island duckling (4-5 lbs. drawn wgt.)
3 tablespoons duck fat
1 clove garlic, minced
2 tablespoons flour
2 cups duck broth
3 tablespoons tomato paste
2 teaspoons salt
3 cups water
2 tablespoons A-1 sauce
½ teaspoon kitchen bouquet
½ cup ripe olives

Score duck skin from neck to vent along center of breast with sharp pointed knife. Pull back layer of skin and fat, using knife to loosen connective tissue. Cut skinned duckling into serving pieces; place in Dutch oven with 3 cups water and 2 tsps. salt; cover and simmer until tender (about 1 hour). Strain off broth and allow fat to rise; pour and skim off fat. Arrange cooked duck in greased shallow baking dish (1½ quarts—10 x 6 inches). Heat 3 tablespoons clear duck fat in saucepan, add garlic and cook 1 minute. Stir in flour. Add 2 cups duck broth; cook and stir until thickened. Stir in tomato paste, A-1 sauce and kitchen bouquet. Add olives and pour over duck. Cover with biscuits placed close together. Bake in hot (400°) oven 20 to 25 minutes. Biscuits can be made from 1½ cups self-rising cake flour, mixed with 3 tablespoons mayonnaise and 5 tablespoons milk, kneaded for one minute, rolled to ¼ inch thickness and cut out with floured biscuit cutter.

before DARK

by MAY SCHUPACK

DALE EVANS (Mrs. Roy Rogers), author of the recently published *Angel Unaware*, the story of her child, Robin, the "blue baby" who died last summer, will contribute proceeds of the book's sale (60,000 sold in advance of publication) to the foundation studying the problem of retarded children . . . SARAH CHURCHILL, who is planning to attend the coronation of Elizabeth II, is preparing a play based on the life of Queen Elizabeth I for the Hallmark *Hall of Fame*. . . . *Strike It Rich*, a program which has brought at least temporary financial relief to many desperate people and has incidentally (?) caused its producer, WALT FRAMER to "strike it rich" (and how!), celebrates its sixth anniversary on the air (third on TV) this month. . . . BONNIE LEE, 11, undoubtedly the youngest regular air commuter in the country, travels by plane from her home in Alliance, Ohio, every two weeks to dance on the *Kate Smith Hour* in New York. . . . ALICE GHOSTLEY, who stars on *Freedom Rings*, and her husband, TV actor FELICE ORLANDO, are designing and building a complete set of furniture for their Greenwich Village apartment. . . . JUNE VALLI, *Hit Parade*, whose hobby is collecting perfumes, expects to have a perfume named for her—that is, if she approves the scent (June Valley—get it?) . . . DENISE LOR, of *The Garry Moore Show*, learned so well how to practice Judo from a performer on a recent show that she can floor any man with the flick of a wrist and is no longer afraid to be out late at night near her Jackson Heights home.

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